

## ELECTRONIC SHOP CUSTOMER REGISTRATION METHOD

### INCORPORATION BY REFERENCE

This application is based upon the following Japanese Patent  
5 applications, the content being incorporated herein by  
reference.

Application No: 2001-149884 (filed on May 18, 2001)

Application No: 2001-149900 (filed on May 18, 2001)

Application No: 2001-149911 (filed on May 18, 2001)

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### BACKGROUND OF THE INVENTION

#### 1. Field of the Invention

This invention relates to a customer service via a  
website.

#### 15 2. Description of Related Art

A so-called web or an information search system that searches  
information on the Internet using a Hypertext is known. In  
this system, content is registered onto a web server with the  
Internet Protocol (IP) and the content registered onto the  
20 web server is searched at a terminal connected to the Internet,  
using a browsing program. A location registering the content  
is called a website. In the website, while content containing  
unique information is available at a website and provides  
information to users that searches the website and utilizes  
25 the content, information may be obtained from the users who

are provided with information.

Inventors come up an idea that if content describing product information is created and information from the customers that purchases the product based upon information from the content is stored at the content, an all-new customer service will be established.

#### SUMMARY OF THE INVENTION

This invention relates to a customer registration method of an electric shop running a customer service.

(1) A customer registration method in accordance with this invention includes a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer, a step to store the received customer information onto a storage device, a step to perform a customer registration as a purchaser of merchandise and, after completing a customer registration, a step to transmit to the customer information advising to perform a membership registration different from the customer registration.

This invention includes a following modification.

(a) A membership registration is a registration that is performed separately from a customer registration in order for a registered customer to receive a web service.

(b) Customer information includes information about whether a customer is a corporate or an individual and only when the customer is an individual, information advising the membership registration may be configured to transmit.

5 (c) Of the registered customers, information advising the membership registration may be configured to transmit to a customer that has not performed the membership registration yet.

(2) A customer registration method in accordance with this  
10 invention includes a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer, a step to store the received customer information onto a storage device and  
15 s step to perform a customer registration as a purchaser of merchandise, a step to register customer authentication information to authenticate a registered customer when performing the customer registration, a step to perform a membership registration different from the customer  
20 registration, and a step to perform membership authentication information when performing the membership registration, wherein the customer authentication information agrees with a part or all of the membership information.

The customer registration method of this invention, may  
25 include a step to detect whether or not either of the customer

registration or the membership registration has been already performed when registering authentication information of either of the customer registration or the membership registration, and a step to register a part or all of another  
5 of registered authentication information as authentication information when either was performed.

(3) A customer registration method in accordance with this invention includes a step to receive customer information inclusive of information about a customer that purchases  
10 merchandise and information about merchandise that the customer purchases sent from the customer, a step to store the received customer information onto a storage device, a step to perform a customer registration as a purchaser of merchandise, a step to receive membership information for a  
15 membership registration different from the received customer information, a step to store the received membership information onto a storage device, a step to perform a membership registration different from the registered customer registration and, a step to update registered  
20 information of either of the registrations with new information of the rest with regard to information in common with the customer information and the membership information when either of the customer registration or the membership registration has been already performed and the rest is  
25 performed.

(4) According to the customer registration (3), registered information of either of the registrations is updated with new information of the rest, but, instead of this, when either of the customer registration or the membership registration has been already performed and the rest is performed, information about a registered field out of common fields in customer information and membership information may be configured to be provided to a registration performer. The customer registration methods of (3) and (4) may be modified as follows.

(a) In a case where common information is blank data with regard to either of the registrations when either of the customer registration or the membership registration has been already performed and the rest is performed, common information is not updated at the time of the registration of the rest.

(b) The customer registration and the membership registration is preferable to be managed in a unified way.

(c) The membership registration is to register a membership for receiving, for instance, a web service.

(5) A membership registration method in accordance with this invention includes a step to cause authentication information of a first membership to be entered when performing a membership registration to earn a first membership and a second membership with no relationship to the first

membership in hierarchical order and a step to manage registration information about the first membership and the second membership in a unified way.

(6) A membership registration method in accordance with this invention includes a step to receive authentication information to authenticate a second membership from a membership registration performer when performing a first membership registration as a first member, a step to gain a second membership registration information as a second member corresponding to the received authentication information, a step to provide to the membership registration performer a part or all of the gained second membership registration information with information about an item to be entered for a first membership registration and a step to store received information from the membership registration performer as a first membership registration information.

(a) The membership registration method of (6) can use an authentication ID and a password. In this case, an authentication ID of a first membership may be caused to be different from that of a second membership and a password of a first membership may be caused to be identical with that of a second membership.

(7) The customer registration and membership registration includes a step to perform a customer registration or the membership registration by connecting a customer or member

of a service user to a service provider over the Internet, that is, performs a customer registration and a membership registration via a web.

(8) A customer registration method in accordance with this invention includes a step to receive customer information inclusive of information about a customer that purchases merchandise and information about merchandise that the customer purchases sent from the customer, a step to store the received customer information onto a storage device, a step to perform a customer registration as a purchaser of merchandise, a step to read out information about a questionnaire corresponding to information about the merchandise included in the customer information, a step to transmit information about the questionnaire to the customer and a step to store information indicative of an answer of a questionnaire sent from the customer.

This invention can be modified as follows.

(a) An area storing customer information is set per a plurality of kinds of merchandise and a customer registration is performed per each of merchandise and duplicate information among questionnaire information corresponding to each of merchandise is integrated and integrated information is transmitted to the customer.

(b) Questionnaire information is preferable to be corresponded to merchandise per each questionnaire item.

(9) A customer registration method in accordance with this invention includes a step to record registration information sent from the customer inclusive of at least information about a customer that purchases merchandise and information about merchandise that the customer purchases, a step to read out prize information prerecorded corresponding to information about the merchandise included in registration information, a step to transmit read-out prize information to the customer, a step to transmit detailed information about a prize in response to information indicative of a prize selection sent from the customer to the customer and a step to determine a prize for the customer in response to information indicative of a decision of a prize sent from the customer.

15 This invention can be modified as follows.

(a) It is preferable that one registration enables information of a plurality of merchandise to be transmitted.

(b) A prize is preferable to be varied according to a number of merchandise to be registered.

20 (c) As a prize, a web service can be included.

(d) It is preferable that merchandise to be registered is designed to be selected through a pull-down menu.

(11) A customer registration method in accordance with this invention includes a step to record registration information sent from the customer inclusive of at least information about



a customer that purchases merchandise and information about merchandise that the customer purchases and registered take a measure to extend a warranty period of purchased merchandise for the customer when completing a record of the registration  
5 information.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG.1 represents an overall configuration of a website registering content for use at the website.

10 FIG.2 represents a site map.

FIG.3 represents a top page screen of a web.

FIG.4 represents a top page screen of a category of all-new information.

15 FIG.5 represents a top page screen of a category of a community.

FIG.6 represents an input screen for product information.

FIG.7 represents an input screen for customer information.

20 FIG.8 represents a screen for filling in a questionnaire.

FIG.9 represents a flow chart explaining how a questionnaire is processed.

FIG.10 represents a screen for a gift selection.

25 FIG.11 represents a flow chart explaining how a screen

creation of a gift selection is processed.

FIG.12 represents a screen introducing a flyer.

FIG.13(a) represents a screen notifying delivery location.

5 FIG.13(b) represents a screen notifying addition of a point.

FIG.14 represents a flow chart explaining how a screen creation for inducing a membership registration is processed.

10 FIG.15 represents a screen notifying a reception of a gift order and displaying a message to induce a membership registration.

FIG.16 represents a screen for a membership authentication.

15 FIG.17 represents a flow chart explaining how a registration renewal is processed.

FIG.18 represents a screen for a customer information update.

FIG.19 represents a screen for a customer authentication.

20 FIG.20 represents a flow chart explaining how an extension of a warranty period is processed.

FIG.21 represents a top page screen of an on-line shop category.

25 FIG.22 represents an item selection screen.

FIG.23 represents a flow chart explaining how a polygon image is processed.

FIG.24 represents a composite image of a camera body and an interchangeable lens.

5 FIG.25 represents an introduction screen of a recommendation product.

FIG.26 represents a flow chart explaining how a proposal of a recommendation product is processed.

10 FIG.27 represents a flow chart explaining how a proposal of a recommendation product is processed.

FIG.28 represents a management screen for commodities information.

15 FIG.29 represents a flow chart explaining an inventory process.

FIG.30 represents a flow chart explaining how a display of an out-of-stock is processed.

FIG.31 represents a flow chart explaining how a delivery instruction is processed.

20 FIG.32(a) represents a lottery screen.

FIG.32(b) represents a display screen of announcing a lottery winning of a camera and displaying a delivery location selection button.

25 FIG.33 represents a confirmation screen of a delivery

location of a winning gift.

FIG.34 represents a flow chart explaining how a  
delivery instruction is processed.

FIG.35 represents a flow chart explaining how a  
5 reservation is processed.

FIG.36 represents a reservation screen.

FIG.37 represents a flow chart explaining how an option  
settlement is processed.

FIG.38 represents a selection screen of a delivery  
10 method.

FIG.39 represents a page screen of a bill.

FIG.40 represents a flow chart explaining a step up to  
a settlement of a delivery cost.

FIG.41 represents a flow chart explaining a lump sum  
15 settlement process.

FIG.42 represents a flow chart explaining an  
installment settlement process.

FIG.43 represents a screen on which an on-line album  
category is logged in.

20 FIG.44 represents a flow chart explaining how erasure  
of an album is processed.

FIG.45 represents a flow chart explaining how erasure  
of an album is processed.

25 FIG.46 represents a flow chart explaining how erasure  
of an album is processed.

FIG.47 represents a management screen of an album.

FIG.48 represents a flow chart explaining how an album  
list creation is processed.

FIG.49(a) represents a screen showing thumbnail  
5 images.

FIG.49(b) represents a screen showing a larger image  
than a thumbnail one.

FIG.50 represents a flow chart explaining a preferred  
treatment.

10 FIG.51 represents a flow chart explaining a process of  
deciding a file name.

FIG.52 represents a screen where a community category  
is logged in.

FIG.53 represents a flow chart explaining how a process  
15 of carrying a thumbnail image in the board is  
performed.

FIG.54 represents a flow chart explaining how a process  
of carrying a thumbnail image in the board is  
performed.

20 FIG.55 represents a screen notifying that a selected  
image cannot be displayed.

FIG.56 represents a flow chart explaining how a process  
of carrying a thumbnail image in the board is  
performed.

25 FIG.57 represents a flow chart explaining how a process

of carrying a thumbnail image in the board is performed.

FIG.58(a) represents a display screen of an image classified into [shooting information] -  
5 [Hokkaido] in a board.

FIG.58(b) represents a screen of an image classified into [landscape] - [Hokkaido] in an album.

FIG.59 represents a flow chart explaining how a search command is processed.

10 FIG.60 represents a search screen.

FIG.61 represents a flow chart explaining how a search command is processed.

FIG.62(a) represents a display screen showing a search result of a plurality of content.

15 FIG.62(b) represents a display screen showing a search result of a single content.

FIG.63 represents a introduction screen of an expert.

FIG.64 represents a flow chart explaining how a search command is processed.

20 FIG.65 represents a introduction screen of product information.

FIG.66 represents a flow chart explaining how a search command is processed.

25 FIG.67 represents a flow chart explaining how a search command is processed.

### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

By referring to the accompanying drawings, embodiments of this invention will be explained as follows.

5 According to an embodiment of this invention, a web service provider provides a service user with a service or information about a product via content for a website.

FIG.1 represents an example of an overall configuration of a website where content for a website is registered. In FIG.1,  
10 a service provider places a server at a data center and a service user searches a website via a terminal connected to the Internet. A service user specifies URL(Uniform Resource Locator) via a terminal connectable to the Internet, then content data stored onto the server is read out and sent to  
15 the service user. This embodiment of this invention refers to a camera as a product and provides information about a camera and a camera-related matter or a service to a service user. As shown in a site map of FIG.2, content of this invention has seven categories.

- 20 1. membership registration
- 2. all-new information
- 3. product information
- 4. service support
- 5. on-line album
- 25 6. on-line shop

## 7. community

Membership registration 1 is a page for registering a web service user. All-new information 2 is a page for introducing to a service user information such as new content newly registered onto a website. Product information 3 is a page for introducing a product such as a camera to a service user. Service support 4 is a page for introducing to a service user questions and answers to and from product users. On-line album 5 is a page that provides a service user with a service dealing with electronic image data. For example, this on-line album 5 provides a service in such a way that image data of a service user can be stored up to a certain capacity free of charge and a high definition hard copy of selected image data that will be made out of stored image data can be delivered. On-line shop 6 is a virtual shop selling merchandise to a service user. Community 7 is a page that provides a place for communication among service users. For example, community 7 provides a function like a bulletin board carrying a question posed by a user and an answer that another user knows to the question.

FIG.3 represents an example of a web top page 10 screen viewed on a monitor at a user's terminal. This screen is displayed on a monitor of a user's terminal by a browsing program loaded onto the terminal based upon data stored at URL specified by the web user via the terminal. In this FIG.3, link buttons



21 ~ 27 linking to the seven each category are displayed.  
Further, link button 28 linking to article 1, link button 29  
with a link with article 2, link button 30 linked to article  
3 and link button 31 with a link with a search page to be later  
5 explained are also displayed.

A web user clicks on a link button with a pointing device  
provide with a terminal (not shown), information of a link  
embedded corresponding to each link button, namely, URL is  
specified. In this way, data stored inside this URL is sent  
10 to the terminal and a screen created by this data is viewed  
on the terminal monitor. For example, a web user clicks on  
link button 21 linking with all-new information 2, and then  
a top page screen of a category of all-new information 2  
represented by FIG.4 is displayed on the terminal monitor.  
15 Referring to FIG.4, the page screen of a category of all-  
new information 2 has "Information", "New product  
information • News", "Service support information" and "Site  
update information" on a site map of FIG.2 displayed  
respectively. Content of these displays may be displayed on  
20 a page screen different from a page screen of FIG.4 by  
providing a link button in the page screen of FIG.4.

Further the screen of FIG.4 has link buttons 21 ~ 26 to jump  
to another category, link button 31 linking to a "search" page  
and link button 32 to get "Back to a top page" displayed. When  
25 each of these link buttons is clicked on, a page corresponding

to each link button is displayed on a terminal monitor. When link button 21 linked to a category of "all-new information" is clicked on with a page screen of FIG.4 on display, the page screen of FIG.4 remains as it is.

5 Referring to FIG.3, link button 26 linked to "community" is clicked on and then a top page of a category of community 7 as shown in FIG.5 comes up. In FIG.5, a page screen of a category of community 7 has link buttons 28, 29 and 30 corresponding to articles carried in a site map of FIG.2, link  
10 button 71 linking to a bulletin page, link button 72 linking to a page for downloading an image data and link button 27 linking to a page of registering a membership displayed. Content of these displays may be displayed in a page of FIG.5 without providing a link button.

15 The screen of FIG.5, just like the screen of FIG.4, further has link buttons 21 ~ 26 for jumping into another category pages, link button 31 linking to a "search" page and link button 32 to get "Back to a top page" displayed. When link button 26 linked to a category page of a community is clicked  
20 on with a page screen of FIG.5 on display, the page screen of FIG.5 remains as it is.

In each page of FIGS.3, 4 and 5, for example, the page has a link button available common on each page such as link buttons 21 ~ 26. And like link buttons 28 ~ 30, there is a  
25 link button in common provided on a given page. By providing

a link button in common among different pages, a page screen can be changed among each category page without getting back to top page 10 every time when changing a display of each page shown in a site map of FIG...2. A link button provided in  
5 common among each page would readily attract interest of a web user. As a result, a web user becomes induced to view a page corresponding to a link button.

This embodiment has features in, especially, a membership registration, an on-line shop, an on-line album and a bulletin  
10 board among categories, so these categories will be mainly explained.

#### -Membership registration-

To provide a service to a registered user, a service provider asks a web user to register a user name of a service.

15 A page of the membership registration, in addition to the membership registration of a web service use, is used also for a customer registration such as customer information to be registered by a user purchasing merchandise released from a service provider. Instead of sending back customer  
20 information written in a postcard and so such as a called customer registration card, a user transmits customer information to a service provider through an on-line membership registration page. A web user clicks on link button 27 linking to a "membership registration" in a page  
25 screen of FIG.3, then a selection screen for registering a

membership (not shown) is displayed on a monitor of a terminal.

This selection screen is to select any of four input screens

1. A web user who has not yet registered a membership  
of a web service use newly performs a customer

5 registration.

2. A web user who has already registered a membership  
of a web service use newly performs a customer  
registration.

3. Register a membership of a web service use.

10 4. A user who has already registered a customer  
(or a membership) changes content of the registration.

-When non-member of a web service use performs a customer  
registration-

In the foregoing selection screen, a service user clicks on  
15 a link button (not shown) corresponding to "A web user who  
has not yet registered a membership

of a web service use newly performs a customer registration",  
then a website server, that is, a server of a service provider  
transmits display data to a terminal of a service user and  
20 displays an input screen for product information as shown in

FIG.6 on the terminal monitor. As shown in FIG.1, generally  
a web server includes a plurality of servers such as a web  
server, content management server, mail server, bulletin  
board server and shop server. A web server stores web screen  
25 data and content management server is responsible for content

management respectively. Also, a mail server stores mail data, a bulletin board server stores data written in a bulletin board and a shop server stores shop data. In this explanation, these plural servers are collectively called a  
5 server.

When an input screen for product information is displayed on a monitor of a terminal, a service user fills in the input screen according to content of the display. Referring to FIG.6, a pull-down menu is provided in a frame displayed with  
10 a downward triangle. A service user selects an appropriate thing out of menu prewritten by a service provider.

For example, a service user clicks on pull-down menu button 6A displayed in a frame of a merchandise name, a merchandise name such as merchandise 1, merchandise 2, merchandise 3 and  
15 so is displayed. A service user selects merchandise that the user purchased from the menu. In the event that there is no appropriate merchandise name in the pull-down menu or a pull-down menu is not available in a frame, a service user writes content of a registration using a terminal keyboard  
20 (not shown). A service user clicks on OK button 6B, and then registration data of product information is transmitted toward a server of a service provider.

The server of the service provider receives the registration data of product information sent from the service user and  
25 then transmits display data to the terminal of the user and

has an input screen for customer information as represented in FIG.7 displayed on a monitor of the terminal. A service user fills in content of a registration inside a frame of a display screen in accordance with displayed content. In

5 FIG.7, a service user enters a password in password frame 7A. When a service user modifies content of a registration afterward, modification can be made with an input of a password. A password to be entered via an input screen for customer information is also used for a membership

10 registration of a service use as a common password. A frame displayed with a downward triangle is provided with a pull-down menu. If there is no appropriate thing in the pull-down menu or a frame is not provided with a pull-down menu, a service user fills in content of a registration inside

15 a frame of a display screen through a terminal keyboard (not shown). A way of displaying a password inside password frame 7A makes letters or numerals a user enters as a password shown just like \*\*\*\* and they are not displayed as it is. When the service user clicks on OK button 7B at the completion of

20 content of the registration, registration data of customer information is sent to the server of the service provider. The server of the service provider receives registration data of customer information sent from the service user, and transmits display data to a terminal of the service user and

25 has a screen for answering a questionnaire as shown in FIG.8

displayed on a terminal monitor. The service user fills in content of a registration in a box of a display screen in accordance with displayed content. A processing of a questionnaire is determined as follows. FIG. 9 represents a flow chart explaining how a server of a service provider processes a questionnaire. A processing of FIG.9 starts up when registration data of customer information is received. In step S201, a server reads out merchandise information falling under a merchandise name registered by a service user through an input screen for merchandise information from a given database inside the server and proceeds to step S202. In step S202, the server selects a question in accordance with a registered merchandise name and proceeds to step S203 where each question corresponding to all merchandise is prepared in advance and these questions are stored onto a database inside the server. Each question stored onto the database is managed so that the server can tell a question in common with a plurality of merchandise from one particular to merchandise. In accordance with registered merchandise name, the server selects a question corresponding to merchandise. When a service user purchases a plurality of merchandise, a question corresponding to each of a plurality of merchandise is selected respectively. In the event that there are same questions among the selected questions, the server leaves only any one of the same questions and deletes the rest so

that the same questions aren't be sent to the terminal of the service user. In step S203, the server creates a database for displaying an input screen of a questionnaire as shown in FIG.8 and proceeds to step S204. In step S204, the server  
5 transmits data necessary to display the created input screen of the questionnaire to the terminal of the service user and a processing of FIG.9 is finished. Accordingly, for example, question boxes 1 ~ 5 of FIG.8 display questions in common with each of merchandise 1 and 2. In question box 6, a question  
10 related to merchandise 1 is displayed and in question box 7, a question in relation to merchandise 2 is displayed respectively. A service user can answer a question related to a plurality of merchandise on a single input screen of a questionnaire even when purchasing a plurality of  
15 merchandise.

A service user clicks on register button 8H after writing answers to each question into each answer box 8A ~ 8G on a screen of FIG.8, and then registration data of a questionnaire is transmitted to the server of the service provider. The  
20 server of the service provider receives registration data sent from the service user, and then transmits display data to the terminal of the service user and has a gift selection screen shown in FIG.10 displayed on a monitor of the terminal. FIG.10(a) represents an example of a page screen for an  
25 individual registration and FIG.10(b) indicates an example



of a page screen for a corporate registration.

A service user selects a gift the user wants in accordance with displayed content. A gift selection screen is decided as follows. FIG.11 represents a flow chart explaining how  
5 a creation of a gift selection screen is processed by the server of the service provider. A processing of FIG.11 starts up at the reception of registration data of a questionnaire. In step S101, the server reads out a name of merchandise, a purchase profile (individual or corporate), a purchase  
10 quantity and information such as a name and address of a purchaser typed through an input screen of customer information as shown in FIG.7 from a given database inside the server and proceeds to step S102. In step S102, the server judges whether a purchase profile is an individual or a  
15 corporate. The server proceeds to step S104 after giving a positive judgment to step S102 in a case of a corporate and when the profile is an individual, the server gives a negative judgment to step S102 and proceeds to step S103. In step S103, the server prepares data for a page screen intended for an  
20 individual as shown in FIG.10(a). FIG.10(a) introduces a gift for a purchaser who buys a single unit of a SLR camera and represents a screen for selecting any of a flyer describing information about a picture taking, a camera neck strap or a point usable in a web service. The point is a gift  
25 available only for an individual customer, not for a corporate.

And as a gift corresponding to purchased merchandise, namely here, a compact camera, a case is available. The server proceeds to step S105, creating data for a page screen. The point is usable in a shopping at on-line shop 6 of FIG.2 and merchandise can be bought at a deducted price in accordance with the points. On-line album service 5 can increase a memory capacity capable of storing image data from a normal level or provide a free-of-charge printout service in accordance with the points. In community 7, there is another use of a point, for instance, a service user posing a question gives a point to a service user that answers the posed question as remuneration.

In step S104, the server prepares data for a page screen intended for a corporate as shown in FIG.10(b). FIG.10(b) introduces a gift to a corporate purchasing three units of a SLR camera and represents a screen for selecting up to total three items of any of a flyer describing information about a picture taking, a camera neck strap or a compact camera case. On the contrary to an individual customer, the point is not available for a corporate as a gift. The server proceeds to step S105, creating data for a page screen.

In step S105, the server transmits data to the terminal of the service user and a processing of FIG.11 is finished. Accordingly, the screen of FIG.10(a) or (b) is viewed on the monitor of the service user's terminal. The service user

checks out a gift on any of the screen in FIG.10(a) or 10(b) and then clicks on OK button 10B. In the event that a plurality of gifts are selectable like FIG.10(b), quantity box 10C appears, so the service user opens a pull-down menu  
5 and selects a quantity the user wants. In FIGS.10(a) and 10(b), an explanation of the gift sitting next to gift image 10A is displayed. Image 10A acts as a link button, so the service user clicks on this button and then new data is transmitted to the terminal from the server and a page screen  
10 introducing the gift in detail is viewed on the monitor of the service user's terminal. FIG.12 represents an example of a screen introducing a flyer.

In FIGS.10(a) and 10(b), the service user clicks on OK button 10B, then selection data is transmitted to the server of the  
15 service provider. The server of the service provider receives selection data sent from the service user, and then data of a page screen corresponding to a gift is transmitted to the terminal of the service user. Accordingly, when a gift is required to be delivered to a service user, a screen that  
20 notifies a delivery location as shown in FIG.13(a) is displayed on the monitor of the service user's terminal. And, in a case of a point gift that does not require a delivery, a screen that notifies a point gain shown in FIG.13(b) is displayed on the monitor of the service user's terminal.  
25 The service user clicks on OK button 10B on screens of

FIGS.13(a) and 13(b), and then a customer registration by a user who has not yet recorded a membership registration of a web service use is finished. In this case, when a purchase profile is an individual, the server successively induces a user to a page of a membership registration of a web service use.

FIG.14 represents a flow chart explaining how a screen creation of inducing a membership registration is processed. A processing of FIG.14 starts up at the completion of a customer registration. In step S301, the server judges whether or not a purchase profile is a corporate. The server gives a positive judgment to step S302 in a case of a corporate and proceeds to step S304. In a case of an individual, the server gives a negative judgment to step S301 and proceeds to step S302. In step S302, the server judges whether a service user is a registered member or not. The server gives a positive judgment to step S302 in a case of a registered member and proceeds to step S304. In a case of non-registered member, the server gives a negative judgment to step S302 and proceeds to step S303. Information about whether a registered customer is a member of a web service use or not is sent to the server through a clicked link button at the start of a customer registration. That is, when a "A web user who has not yet registered a membership of a web service use newly records a customer

registration" button has been clicked on, a user is assumed to be non-registered member and when a "A web user who has already registered a membership of a web service use newly records a customer registration" button is clicked on, then  
5 a user is assumed to be a member. In step S303, the server creates data to display a page screen as shown in FIG.15. FIG.15 represents an example of a screen that notifies a gift order receipt indicative of a completion of a customer registration and induces a user to proceed to a page for a  
10 membership registration of a web service use. The server prepares data for a page screen and proceeds to step S305. In step S305, the server transmits data to the terminal of the service user and a processing of FIG.14 is finished. Accordingly, a screen of FIG.15 is displayed on the monitor  
15 of the service user. When a service user clicks on link button 15A to register a membership of a web service use, the server transmits data necessary to display a membership registration screen to the terminal of the service user. A membership registration of a web service use will be explained later.  
20 A service user clicks on "Get back to a top page" link button 32, then the server transmits to the terminal of the service user necessary data to display top page 10 of FIG.3. The server does not recommend a membership registration of a web service use when proceeding  
25 to step S304. The reason is that a corporate is not eligible

for a membership of a web service use and a registered member is refrained from registering a multiple membership. In step S304, the server displays a notification of a gift order receipt and also creates date of a page screen indicative of a completion of a customer registration and then proceeds to step S305. Accordingly, a screen indicative of a completion of a customer registration (not shown) is displayed on the monitor of the service user. When the service user clicks on a "Get back to a top page" link button, the server transmits data necessary to display top page 10 of FIG.3 to the terminal of the service user.

-In a case where a member of a web service use records a customer registration-

In a selection screen for a membership registration corresponding to link button 27, when a service user clicks on a link button (not shown) corresponding to a "A web user who has already registered a membership of a web service use newly records a customer registration" button is clicked on, then the server of the service provider transmits to a terminal of the service user display data and has a screen for a membership authentication of a web service use as shown in FIG.16 displayed on a monitor of the terminal. The service user enters a registered log-in name and password and clicks on OK button 16A. Accordingly, the log-in name and password are transmitted to the server of the service provider. When

the transmitted log-in name and password agree with those recorded onto a database inside the server of the service provider, the server will perform a following processing. With respect to a field in common with registered information at the registrations of a web membership and customer, the field is overwritten (updated) with latest content if there is a discrepancy between information. FIG.17 represents a flow chart explaining how a registration content update is processed. A processing of FIG.17 starts up when the log-in name and password sent from the service user agree with those stored onto a database.

In judgment, the server reads out item data in common with item data of a customer registration out of data of the registered web membership from a database and proceeds to step S402. In step S402, the server prepares page data to display an input screen for product information as shown in FIG.6 and transmits it to a terminal. A service user fills in a box on a display screen in accordance with displayed content in the same way as non-member of a web service user records a customer registration. A service user clicks on OK button 6B and then registration data is transmitted to the server of the service provider.

The server of the service provider receives registration data of product information sent from the service user, and then prepares page data to display a screen for updating customer

information and transmits it to the terminal and proceeds to step S403. Accordingly, the terminal monitor of the service user displays a screen as shown in FIG.18. In FIG.18, content at the registration of a web membership is displayed in a box  
5 of an item in common with items of a web membership registration and a web customer registration. The service user checks out content displayed on a monitor and may update a necessary item only, if necessary to modify. The service user clicks on OK button 18B after writing modified content  
10 and then, modified data is transmitted to the server of the service provider.

In step S403, the server judges whether or not it received modified data. In a case of modified data having been received, the server gives a positive judgment to step S403  
15 and proceeds to step S404, but in a case of modified data having not been received, the server gives a negative judgment to step S403 and repeats a judgment processing. In step S404, the server compares received data with data recorded at the registration of a membership and judges whether or not there  
20 is a modified part. The server gives a positive judgment to step S404 when there is a modified part and proceeds to step S405, but in a case where there is no modified part, it gives a negative judgment to step S404 and proceeds to step S408. In step S405, the server modifies a page screen of FIG.18 with  
25 content in accordance with modified data sent from the service



user and creates a page screen (not shown). The server further transmits data of the created page screen with message data something like, for example, "Update with this content?" to the terminal of the service user and proceeds to step S406.

5 In step S406, the server judges whether or not a database is to be modified. When the service user clicks on an OK button (not shown) on the monitor, a modification instruction is transmitted to the server from the terminal. The server gives a positive judgment to step S406 when receiving the

10 modification instruction and proceeds to step S407, but gives a negative judgment to step S406 in a case of the modification instruction being not received and proceeds to step S408. In step S407, the server overwrites content of a database with modified data and proceeds to step S408. In step S408, the

15 server registers onto a database item data not in common with item data at the registration of a web membership. The server further transmits to the terminal of the service user message data indicative of a completion of a registration and a processing of FIG.17 is finished. When modified data is

20 blank data, namely, the service user transmits modified data with a blank box, the server does not overwrite a database with blank data. In this case, the server creates message data notifying that content of a modification has not been filled in and transmits it to the server of the service user.

25 Subsequently, the server transmits display data to the

terminal of the service user and has an answer screen for a questionnaire as shown in FIG.7 displayed on the terminal monitor. As successive flows afterward are the same with those at a registration of a customer by non-registered member  
5 of the web service use, an explanation is omitted. But, at the completion of a customer registration, a membership registration of a web service is not recommended. More specifically, in step S302, the server gives a positive judgment since the service user has been already a web member.  
10 As a result, what is displayed on the terminal monitor is only a screen (not shown) notifying a completion of a membership registration and there is no recommendation about the membership registration.

-In a case where a membership registration of a web service  
15 use is recorded-

Of seven categories of content registered at a website, each service of pages of on-line album 5, on-line shop 6 and community 7 is provided to a registered member of a web service user. Namely, a service user is required to register a  
20 membership in order to use these services of the three categories. Once a membership is registered, the member is permitted to log in for using these three services.

In a selection screen for a membership registration corresponding to link button 27, a service user clicks on a  
25 link button (not shown) corresponding to "Register a

membership of a web service use", the server of the service provider transmits display data to the terminal of the service user and has a screen (not shown) carrying a code of practice for a membership of the web service use displayed on the terminal monitor. The service user clicks on an OK button (not shown) when agreeing to the code. The server of the service provider receives agreement data sent by the service user, then transmits display data to the terminal of the service user and has an input screen (not shown) for a log-in name, password and nickname displayed on the terminal monitor. The service user fills in a box on a display screen in accordance with content displayed on the monitor. A log-in name represents a user name to be registered in order for a service user to use a service. A password is used for authentication. A nickname is required when using a bulletin board included in a community category. When a service user writes a log-in name, password and nickname through a keyboard of a terminal and then clicks on an OK button (not shown), registered data is transmitted to the server of the service provider. The server of the service provider receives registration data sent from the service user, then transmits display data to the terminal of the service user and has an input screen for the same web membership registration as in FIG...7 displayed on the terminal monitor. The service user fills in a box on a display screen in accordance with content

displayed on the monitor. But, the password is omitted since it was already sent. The service user clicks on OK button 7B at the completion of writing content of the registration, registration data of membership information is transmitted  
5 to the server of the service provider.

Accordingly, a message notifying the completion of a web membership registration is displayed on the terminal monitor of the service user.

The foregoing explanation has referred to the case where  
10 non-registered customer records a membership registration of a web service use, but a user who already recorded a customer registration may register a web membership. In this case, the server has a screen for customer authentication displayed on the terminal monitor. The service user enters ID and  
15 a password registered at a registration of customer information and clicks on OK button 19A. Accordingly, ID and the password are transmitted to the server of the service provider.

The server of the service provider, when the transmitted ID  
20 and password agree with those recorded onto a database in the server, performs a following process.

With respect to a field in common with registered information at the registrations of a web membership and a customer, the field is overwritten (updated) with latest content if there  
25 is a discrepancy between information.

This process is just the same as, when a web member records a customer registration as explained before, a common field among information recorded at the registrations of a web customer n and a web membership is overwritten with latest  
5 content

The server of the service provider checks out that ID and a password sent are in agreement with those stored onto a database in the server, and then prepares page data to display a screen for updating same web membership information as that  
10 of FIG...18 and transmits it to the terminal. Accordingly, the monitor of the service user's terminal displays the same page screen as that of FIG...18 and data at a registration of a customer is displayed in a box of a common filed with that at a registration of a customer. The service user may  
15 check out displayed content on the monitor and write only a portion to be modified, if necessary. The service user clicks on OK button 18B at the completion of a overwriting and then modified data is transmitted to the server of the service provider. Accordingly, only information different from that  
20 recorded at a registration of a customer is written and the service user can perform a membership registration of the web service use without duplicating the same registration as that performed at a registration of a customer.

-A case that a registered customer (a registered member of  
25 a web service) will modify content of a registration-

In a selection screen for a member registration corresponding to link button 27, the service user clicks on a link button (not shown) corresponding to a "registered customer (a registered member of a web service) will modify content of a registration" and then the server of the service provider transmits display data to the terminal of the service user and has an authentication screen for a customer member as shown in FIG.19 displayed on the terminal monitor. When a registered member of a web service will modify content of a registration, a screen for web member authentication as shown in FIG.16 is displayed on the monitor of the terminal. A service user as a registered customer enters a password and ID registered at a registration of a customer and clicks on OK button 19A. Accordingly, ID and a password are transmitted to the server of the service provider. When a service user with a web registered membership enters a password and log-in name registered at a registration of a membership and clicks on OK button 16A. Then, the log-in name and password are transmitted to the server of the service provider.

When the server of the service provider checks out that a transmitted ID and password are in agreement with those registered onto a database in the server, the server prepares page data to display a screen for a customer information update and transmits it to the terminal. Also, when the server of the service provider checks out that a transmitted

log-in name and password are in agreement with those registered onto a database in the server, the server prepares page data to display a screen for a web member information update and transmits it to the terminal. Accordingly, the same page screen as that of FIG.18 is displayed on the monitor of the service user's terminal. In FIG.18, data at the registration is displayed in a box of a field. The service user checks out displayed content on the monitor and may overwrite a modification only. When the service user overwrites the modification and clicks on OK button 18B, modified data is transmitted to the server of the service provider. Processes thereafter are just the same as those in steps thereafter step S403 of FIG.17, so an explanation will be omitted. Namely, the server of the service provider overwrites and modifies data only with modified data transmitted from the service user out of registered data recorded on a database.

In the foregoing membership registration, a case where a service user registers a single password for a customer registration and a web membership registration so as to make the password valid for a web customer service and a member service has been explained. On the contrary, the service user may register different passwords password for a customer registration and a web membership registration. In this case, a customer registration is performed independently from

a web membership registration.

Namely, even when there is a filed in common with a customer registration and a web membership registration, field data registered for one registration is not used for another registration.

When a purchaser performs an on-line customer registration onto the server of the service provider from the purchaser's terminal, the service provider awards an incentive of extending a merchandise warranty period in comparison to a case of a customer registration by a postcard.

An extension of a merchandise warranty period is available only when merchandise is purchased at an on-line shop (will be explained later) and a customer registration of merchandise is performed on-line.

FIG.20 represents a flow chart explaining how an extension of a warranty period is processed by the server of the service provider. A process of FIG....20 starts up at the completion of a customer registration. In step S801, the server judges from registered data of a customer registration whether or not the merchandise was purchased through an on-line shop. The server, when the merchandise was purchased through an on-line shop, gives a positive judgment to step S801 and proceeds to step S802. In a case where the merchandise was not purchased through an on-line shop, the server gives a negative judgment to step S801 and A process of FIG.20 is



finished. In this case, an extension of a warranty period is not performed.

In step S802, the server accesses a given database related to customer information and reads out support  
5 information such as a warranty period of the merchandise and then proceeds to step S803. In step S803, of read-out support information, the server extends a warranty period to, for example, a six-month period and then modifies data in the database. The server proceeds to step S804, modifying the  
10 database. In step S804, the server performs a process that enables a new warranty card with an extended warranty period to be mailed out and A process of FIG.20 is finished.

As an incentive for an on-line customer registration of a web service use, a case of extending a warranty period has been  
15 explained, but, for example, a point usable in a web service may be given.

In accordance with a member registration via content of the embodiment of this invention as explained so far, a following effect will be obtained.

20 (1) In a screen to select a gift (FIGS.10(a) and (b)), let gift image 10A act as a link button and when a service user clicks on image 9A, let a page screen introducing the gift (FIG.12) in detail be further displayed. Therefore, a service user can obtain detailed information about this gift  
25 without taking the trouble to search a page screen introducing

the gift.

(2) A point usable in a web service as a gift is prepared. Because of this point, an incentive can be offered to a service user for inducing the user to utilize a web service after  
5 registering a customer registration.

(3) A password at a registration of customer information and a password at a registration of a membership of a web service use are made usable as a common password. As a result, when compared to the multiple uses of a plurality of passwords,  
10 an input error of a password by a service user becomes reduced and then a workload of a service user can be cut down.

(4) With respect to a common field in information registered at a registration of a web membership and at a registration of a customer, the common field is overwritten (updated) with  
15 latest content if there is a discrepancy between content. Thus, registered data of the same service user can be managed in a unified way. And as blank data is not able to overwrite, previous or proceeding information is not lost.

(5) Questions of each questionnaire corresponding to all the  
20 merchandise are prepared and these questions are managed in such a way that a question in common with a plurality of merchandise can be distinguished from a question peculiar to certain merchandise. The server selects a question corresponding to registered merchandise name and transmits  
25 the question to a terminal of a service user. In accordance

with this management, even when a service user registers a plurality of merchandise, a same question is not sent and on top of that, a service user can ask a question as to a plurality of merchandise on a single questionnaire input screen.

5 (6) Successively a service user is induced to a membership registration after the completion of a customer registration, so a number of a web membership can be gained in comparison to no induction to a membership registration. As a result, a number of a web service user can be increased.

10 (7) When a customer purchasing merchandise performs an on-line customer registration onto the server from a terminal, a service provider extends a merchandise warranty period. Therefore, as compared to a registration by a postcard and the like, an on-line registration with a less workload on a service provider has an effect that urges a purchaser to  
15 perform the on-line registration.

In the foregoing explanation, as a gift to a person who has completed a customer registration, not only a hard product such as a flyer and neck strap but also a soft product, that  
20 is, a point usable in a web service are prepared. In place of a point, in an album printout service to be later explained, a memory size and valid period of an album data storage area that a service provider provides to a service user may be preferably larger and longer than in a normal occasion.

25 -On-line shop-

A category of on-line shop 6 will be explained. An on-line shop is also called as an electric shop. A web service user clicks on "on-line shop" link button 25 on a screen of top page 10 as shown in FIG.3 and then, a top page screen of an on-line shop category as shown in FIG.21 is displayed on a monitor of the terminal. A service use of on-line shop 6 becomes available after a service user having completed a membership registration of a web service use logs in by entering a log-in name and password.

10 In FIG.21, recommended merchandise A ~ F are introduced with an image (not shown) and explanation (not shown) respectively. In each display position of merchandise A ~ F, information about each link is embedded and when any of an image or letter of "Merchandise A" ~ "Merchandise F" is clicked on by use of

15 a pointing device (not shown), a page screen explaining this merchandise in detail further appears. Like this, a location where information about each link is embedded is indicated by drawing an underline. As a shop menu, merchandise group 1, merchandise group 2, merchandise group 3 and so on by a

20 classification are displayed. Merchandise group 1 is such as a film camera, merchandise group 2 as an accessory for a single reflex camera. In this case, when an underlined letter "Merchandise group 1" is clicked on, a page screen introducing a film camera in detail further appears. When an underlined

25 letter "Merchandise group 2" is clicked on, a page screen

introducing an accessory for a single reflex camera in detail also appears. A hot-selling rank is for introducing hot-selling merchandise at an on-line shop with its sales rank such as 1<sup>st</sup>, 2<sup>nd</sup> and so on. This ranking display or merchandise name is also embedded with link information. Therefore, an underlined rank or letter is clicked on, and a page screen explaining the merchandise in detail further appears. At an upper part of a screen of FIG.21, as with a top page of other category, a link button to jump to another category different from a current category is provided.

A flow of purchasing merchandise at an on-line shop is;

- 1.A purchaser logs in an on-line shop of a service provider,
- 2.The purchaser selects merchandise from a shop menu,
3. The purchaser checks out what is all about the merchandise through a page screen introducing it in detail,
4. The purchaser puts the merchandise into a virtual shopping cart,
5. The purchaser checks out a total amount, a way of payment and a delivery location of the merchandise,
6. The purchase places an order,
- 7.A service provider performs a settlement process and
- 8.The service provider deliveries the merchandise.

According to an on-line shopping service of this invention, a service provider provides a following service to a service user. In an explanation of an on-line shop, a web service

user is referred to as a purchaser thereafter. An actual shop operation may be performed by a service provider or outsourced to a third party.

-Providing an image of an accessory being attached to  
5 merchandise-

A purchaser can check out a state of an accessory being attached to merchandise, for example, an image of an accessory being attached to a camera body. A service provider prepares a polygon image of a camera body and other polygon image of  
10 each accessory such as an interchangeable lens and a speed light respectively. These polygon images are configured in such a way that images of a camera body and each accessory meet an actual size proportion of each of merchandise. Thus, when these images of a camera body and an accessory are  
15 processed to create an image of a camera body being attached with an accessory, the created image looks like a camera body is actually attached with an interchangeable lens or a speed light. A composite image that combines an image of a camera body with an image of an accessory can be rotated or moved  
20 around on a display screen as a unified image. These polygon images are stored in advance onto a given database in a server of a service provider.

A purchaser clicks on a link button (not shown) corresponding to "confirm a state of an accessory being attached to a body"  
25 on a screen of a purchaser's terminal (not shown), and the

server of the service provider transmits display data to the purchaser's terminal and has an item selection screen as shown in FIG.22 displayed on a monitor of the terminal. In FIG.22, the purchaser fills in a box of a display screen in accordance  
5 with displayed content when an item selection screen is viewed on the monitor. As shown in FIG.22, a box with a downward triangle is provided with a pull-down menu and a purchaser selects an item from the pull-down menu. An example of FIG.22 represents a screen that an interchangeable lens to be loaded  
10 to camera body F00 is being selected.

The purchaser clicks on OK button 22B, and data of the selected item is transmitted to the server of the service provider. FIG.23 represents a flow chart explaining how a polygon image is processed. A process of FIG.23 starts up when the server  
15 receives data of the selected item. In step S501, the server reads out a polygon image corresponding to the selected item and information accompanying the polygon image from a database and proceeds to step S502. In step S502, the server judges whether or not an image of the selected item is capable  
20 of being combined. More correctly, "be capable of being combined" means that it is possible to attach an accessory to a camera body by way of an image. The server gives a positive judgment to step S502 when the image is capable of being combined and proceeds to step S503, but proceeds to step  
25 S505 after giving a negative judgment to step S502 when it

isn't.

In step S503, the server combines the selected images each together and proceeds to step S504. A combined image represents a look of an accessory being actually attached.

5 That is, in a case of a selected item being an interchangeable lens, a composite image, just like a lens mount of a camera body is fit with a lens mount of an interchangeable lens, is created and the single-integrated product image as shown in FIG.24 is obtained.

10 In step S504, the server transmits data of the composite polygon image (FIG.24) to the terminal of the purchaser and A process of FIG.23 is finished. The purchaser can command any angled view of the composite image on a display screen of FIG.24 by rotating the image.

15 In step S505, the server transmits to the terminal of the purchaser data of a message that notifies an image of a selected item is not capable to be combined and proceeds to step S506. In step S506, the server transmits display data to the terminal of the purchaser and A process of FIG.23 is  
20 finished. Accordingly, the item selection screen as shown in FIG.22 is displayed again on the terminal of the purchaser and the purchaser is urged to reconsider a selection of an item.

-Propose another recommended merchandise depending upon a  
25 purchaser' own merchandise -



A purchaser can receive a proposal of new merchandise depending upon purchaser' own merchandise. A service provider prepares a merchandise recommendation every merchandise. For example, an interchangeable lens aaa, a speed light bbb, a battery pack ccc and a case ddd in relation to a camera body are prepared and they are given priority order. Data of this recommended merchandise is stored beforehand onto a given database in the server of the service provider. In a screen (not shown) on the terminal of the purchaser, the purchaser clicks on a link button (not shown) corresponding to "Check out recommended merchandise", and then the server of the service provider transmits display data to the server of the purchaser and has an introduction screen of recommended merchandise as represented in FIG.25 displayed on a monitor of the terminal.

FIG.25 represents an example of a screen that introduces an image, a specification and purchase merit of speed light bbb. When the purchaser purchases recommended merchandise, the purchaser clicks on button 25B "Put into a shopping cart", data of informing a purchase will is transmitted to the server of the service provider.

FIG.26 represents a flow chart explaining how a recommended merchandise proposal is processed by the server of the service provider. A process of FIG.26 starts up when a "Check out recommended merchandise" button (not shown) on a terminal of

a purchaser is clicked on. In step S601, the server judges whether or not a purchaser logs in the server. When the server is logged in, the server gives a positive judgment to step SS601 and proceeds to step S602, but when the server isn't  
5 logged in, the server gives a negative judgment to step S601 and proceeds to step S606.

In step S602, the server accesses a database storing information about a customer registration of the log-in purchaser and reads out model information such as a camera  
10 and the like that the purchaser already bought and has owned from registered data and proceeds to step S603. In step S603, the server extracts recommended merchandise from read-out model information and proceeds to step S604. For example, in the event that the purchaser owns a camera, an extraction  
15 of recommended merchandise is performed in priority order from interchangeable lens aaa, speed light bbb, battery pack ccc and camera case ddd dedicated for the camera body. For instance, priority order is set as follows;

1. Interchangeable lens aaa
- 20 2. Speed light bbb
3. Battery pack ccc
4. Camera case ddd

In a case where the purchaser does not have interchangeable lens aaa, the lens is extracted. When the purchaser has  
25 interchangeable lens aaa and speed light bbb, battery pack

ccc is extracted. Information about a model that the log-in purchaser owns may be registered as an additional registration freely through a page screen of a customer information update other than at a customer registration.

5 In step S604, the server creates page data necessary to display a screen of FIG.25 introducing the extracted recommended merchandise and proceeds to step S605. In step S605, the server transmits created page data to the terminal of the purchaser and A process of FIG.26 is finished.

10 In step S606, the server transmits display data to the terminal of the purchaser and has a same input screen for an owned model as one in FIG.22 displayed on the monitor of the terminal. In FIG.22, the purchaser enters an owned model, accessories and so into a box on a display screen in accordance with displayed content. The purchaser clicks on OK button 15 22B, and data of the owned model is transmitted to the server of the service provider.

In step S607, the server judges whether or not the server receives data of the owned model and when data is received, 20 the server gives a positive judgment to step S607 and proceeds to step S603, but if not received, a process of a judgment is repeated.

-Propose other recommended merchandise depending upon merchandise that a purchaser puts into a shopping cart-  
25 A purchaser can receive a proposal of new merchandise

depending upon merchandise in a shopping cart. As explained in the foregoing, the service provider prepares recommended merchandise every each of merchandise and stores recommended merchandise onto a database by setting priority order.

5 FIG.27 represents a flow chart explaining how a recommended merchandise proposal is processed.

A process of FIG.27 starts up when a "Put merchandise into a shopping cart" button (not shown) is clicked on. In step S701, the server judges whether or not a purchaser logs in.

10 When logged in, the server gives a positive judgment to step S701 and proceeds to step S702, but if not logged in, the server gives a negative judgment to step S701 and proceeds to step S703.

In step S702, the server accesses a database storing  
15 information about a web membership registration of the purchaser and reads out model information about a camera and so that the purchaser already bought and has owned and then proceeds to step S703. The server extracts recommended merchandise based upon merchandise put into a shopping cart  
20 and information about a model that the purchaser owns and then proceeds to step S704. An extraction of recommended merchandise, for example, when the purchaser has already owned a camera and speed light bbb is put into a shopping cart, interchangeable lens aaa dedicated for a camera is extracted.

25 If the server gives a negative judgment to step S701 (not

logged in), the server extracts recommended merchandise from merchandise in a shopping cart and proceeds to step S704. In step S704, the server creates page data necessary to display a screen of FIG.25 introducing the extracted

5 recommended merchandise and proceeds to step S705. In step S705, the server transmits created page data for a display to the terminal of the purchaser and A process of FIG.27 is finished.

-Virtual stock management-

10 The service provider manages merchandise stock by a relative figure, not an absolute figure. A stock is reduced in proportion to a number of merchandise the purchaser puts into a shopping cart and increased in proportion to a number of merchandise the purchaser removes from a shopping cart. In  
15 an on-lined shopping service, as a lot of purchasers access at a time, a stock of merchandise varies moment to moment. Therefore, the service provider manages a stock (referred to as a virtual stock thereafter) with a stock varying in real time and relative increase/decrease of a stock with reference  
20 to a beginning absolute stock.

FIG.28 represents an example of a management page screen for use in managing merchandise information.

A management page screen per each of merchandise available for an on-lined shopping service is prepared.

25 Wrapped merchandise and letter (name)-engraved merchandise

are given another ID different from that of standard merchandise and managed as different merchandise although they are same merchandise.

A manager predetermined by the service provider performs a given operation to the server, and the server transmits data of a management page screen to a terminal of the manager and has a management page screen of FIG.28 displayed on the terminal of the manager. Referring to FIG.28, a general outline of the merchandise is written in box 28A of explanation 1 and the merchandise is explained in detail in box 28B of explanation 2. A keyword to the merchandise is written in box 28C of a search keyword. For example, when the merchandise is a speed light unit, a flash, a speed light, an illumination and the like are written. Regarding a keyword, any word besides those written at explanations 1 and 2 may be better. The reason is that in a search function to be explained later, on top of a keyword, even words written in boxes of explanations 1 and 2 are referred to.

In box 28D of a carrying period, a period of time to display the merchandise on a page screen of an on-line shopping is written. A carrying means that the merchandise is displayed in a shop menu or as recommended merchandise on a page screen of an on-line shopping as shown in FIG.21. The server carries the merchandise on an on-line shop for a period specified in box 28D of a carrying period.

When the manager removes a checkmark at the right side in box 28D of a carrying period not to carry, a carrying of the merchandise on an on-line shop page is halted even during a carrying period. That is, a display in a shop menu or as recommended merchandise is halted. In box 28E of an order-taking period, a period of time to take an order for the merchandise on an on-line shop is specified. The server takes an order for the merchandise for a specified period. In the event that the manager removes a checkmark displayed at the right side in box 28E of an order-taking period, an order taking of the merchandise is halted even during a specified period.

In box 28F of relevant merchandise, merchandise ID of another merchandise relevant to the merchandise is specified. A writing of merchandise ID of recommended merchandise in box 28F of relevant merchandise allows the recommended merchandise specified in box 28F to be proposed when a purchaser puts the merchandise into a shopping cart. Column 28G has checkmarks specifying what the server should perform at a time when the merchandise is out of stock. An example of FIG.28 shows that a checkmark to display an out-of-stock status and halt a sale is ticked. In this case, when the merchandise is out of stock, an out-of-stock display is carried around the merchandise on a page screen of a shop menu or recommended merchandise. Then, when a scheduled

available date is written in column 28G, the scheduled available date is displayed on a page screen.

In box 28H of increase/decrease in a stock, a relative increase/decrease in a stock with reference to the beginning  
5 stock is written. The manager types +10 when 10 pieces are added to a beginning stock and -5 when 5 pieces are reduced. Therefore, the numeral figure written in box 28H allows the manager to see how many pieces are increased or decreased to a beginning stock. In box 28I of a present stock, a stock  
10 is displayed in real time when a purchaser puts merchandise into a shopping cart. A virtual stock manages a stock with increase/decrease in a stock and a present stock.

When the manager clicks on registration button 28J, registration data is transmitted to the server from a terminal  
15 of the manager. The server receives registration data, and then modifies a database and the modified database is reflected on a page of an on-line shop. Accordingly, the manager can modify content in each box except for a stock in box 28I of the present stock.

20 -Notify when a virtual stock is below a given number-  
The server transmits a mail to the manager for a warning when a present stock of merchandise is below a given number. Further, the server, in a case where the present stock is 0 or - when a purchaser puts the merchandise into a shopping  
25 cart, notifies the purchaser that there is no stock.



FIG.29 represents a flow chart explaining how stock information is processed by the server of the service provider. A process of FIG.29 is executed any time while an on-line shop service is available. In step S1801, the server judges  
5 whether or not X piece (X is an integer than 1) of merchandise A is put into a shopping cart. The server gives a positive judgment to step S1801 when merchandise A is in a cart and proceeds to step S1802, but when merchandise A isn't, the server gives a negative judgment to step S1801 and proceeds  
10 to step S1803.

In step S1802, the server proceeds to step S1805 assuming that a present stock n of a virtual stock of merchandise A is  $n=n-X$ . In step S1805, the server judges whether or not the stock level n is below given number Z. Z is the number that is assumed  
15 to be out of stock and it is set per each of merchandise (merchandise ID). The server gives a positive judgment to step S1805 in case of  $n \leq Z$  and proceeds to step S1806, but in case of  $n > Z$ , the server gives a negative judgment to step S1805 and proceeds to step S1808.

20 In step S1806, the server judges whether or not a positive judgment made in step S1805 is a first judgment counted from a specified time. A specified time is, for instance, 12 o'clock in the morning or a time when a virtual stock is increased or decreased. The server gives a positive judgment  
25 to step S1806 when the judgment is a first one and proceeds

to step S1807, but when it isn't the first, the server gives a negative judgment to step S1806 and proceeds to step S1808. In step S1807, the server transmits to the manager a mail notifying a virtual stock manager a low stock and proceeds  
5 to step S1808. Accordingly, only when stock  $n$  becomes below given number  $Z$  for the first time since a specified time, the mail notifying a decreased stock is sent to the manager. In step S1808, the server judges whether or not a present stock  $n$  of a virtual stock is below 0. The server gives a positive  
10 judgment to step S1808 in case of  $n \leq 0$  and proceeds to step S1809, but in case of  $n > 0$ , the server gives a negative judgment to step S1808 and gets back to step S1801.

In step S1809, the server transmits to a virtual stock manager a mail notifying that a virtual stock becomes zero and  
15 proceeds to step S1810. Accordingly, every time a stock  $n$  becomes below 0, the mail notifying an out-of-stock is sent to the manager. In step S1810, the server transmits display data to a terminal of a purchaser putting merchandise A into a shopping cart and has a message notifying an out-of-stock  
20 displayed on a monitor of the purchaser's terminal. The server transmits display data to the terminal of the purchaser and then gets back to step S1801.

In step S1803 proceeding from step S1801 where the negative judgment was made, the server judges whether or not  $Y$  piece  
25 ( $Y$  is an integer than 1) of merchandise A is removed from a

shopping cart. The server gives a positive judgment to step S1803 when merchandise A is removed from a cart, but when merchandise A isn't removed from a cart, the server gives a negative judgment to step S1803 and gets back to step S1801.

5 In step S1804, the server gets back to step S1801 assuming that a present stock  $n$  of merchandise A is  $n=n+Y$ . The present stock  $n$  of the virtual stock calculated by the foregoing process explained in FIG...29 works with displayed content of a management screen for the manager of FIG.28. Namely,

10 A figure of  $n$  is displayed in box 28I of the present stock in FIG.28. An example of FIG.28 halts a sale when the present stock becomes 0, but what the checkmark of column 28G is removed at a sales halt is displayed on a page screen. In this case, when the sale is resumed due to increase in stock

15  $n$ , the checkmark of column 28G is ticked at an original location.

-Exclude sold-out merchandise from a searching target-

Based upon a status of a checkmark of column 28G of FIG.28, the server performs a following operation at an out-of-stock

20 occasion.

a.Continue a sale even though a stock  $n$  becomes below 0.

b.Display an out-of-stock when a stock  $n$  becomes below 0 and the sale is halted until a stock is refilled

25 c.Display a sold-out when a stock  $n$  becomes below

0 and the sale from then on is halted.

d.Delete a display of merchandise when a stock  $n$  becomes below 0 and the sale is halted from then on.

What is continued to be sold even when a stock  $n$  becomes below

5 0 is merchandise of which a production quantity is amply secured and a stable supply is possible. What displays a sold-out and halts a sale until an empty stock is refilled when a stock  $n$  becomes below 0 is merchandise of which a production quantity to an order is low and a supply takes some  
10 time. What displays a sold-out and halts a sale from then on when a stock  $n$  becomes below 0 is merchandise with a limited production quantity. What deletes a merchandise display and halts a sale from then on when a stock  $n$  becomes below 0 is discontinued merchandise. A classification of these

15 merchandise a ~ d is made per each merchandise (merchandise ID) on a management screen as shown in FIG.28 by the manager. The server changes a display of merchandise subject to any of the classifications a ~ d on an on-line shop as follows. FIG.30 represents a flow chart explaining how a changeover  
20 of a display of merchandise is processed by the server of the service provider.

A process of FIG.30 is executed any time while an on-lined shop service is available. In step S1601, the server judges whether or not a virtual stock is  $n \leq 0$ . When the stock is  
25  $n \leq 0$ , the server gives a positive judgment to step S1601 and

proceeds to step S1602, but when the stock is  $n > 0$ , the server gives a negative judgment to step S1601 and a judgment process is repeated. In step S1602, the server accesses a database and judges whether or not merchandise of which a stock  $n$  becomes below 0 is classified into  $d$ . The server, when it is classified into  $d$ , gives a positive judgment to step S1602 and proceeds to step S1603, but when it's not classified into  $d$ , the server gives a negative judgment to step S1602 and proceeds to step S1605.

10 In step S1603, the server excludes this merchandise from a display target and proceeds to step S1604. Accordingly, a carrying of this merchandise, that is, a display of this merchandise on an on-line shop screen is halted. In step S1604, the server excludes this merchandise from a search

15 target and a process of FIG.30 is finished. Thus, this merchandise is excluded from a target of an on-line shop search process. In step S1605, the server judges whether or not merchandise of which a stock  $n$  becomes 0 is classified into  $c$ . The server gives a positive judgment to step S1605

20 when merchandise is classified into  $c$ , but when it's not classified into  $c$ , the server gives a negative judgment to step S1605 and proceeds to step S1607.

In step S1606, the server instructs to display a sold-out and a process of FIG.30 is finished. Accordingly, a sold-out

25 display is carried somewhere around this merchandise on a page

screen of a shop menu or recommended merchandise. Even if a sold-out display is carried, let this merchandise be a target of an on-line shop search process. In step S1607, the server judges whether or not merchandise of which a stock n becomes 0 is classified into b and when it is classified into b, the server gives a positive judgment to step S1607 and proceeds to step S1608. In step S1608, the server instructs to display an out-of-stock of this merchandise and a process of FIG.30 is finished. Accordingly, an out-of-stock display is carried somewhere around this merchandise on a page screen of a shop menu or recommended merchandise.

Even if an out-of-stock display is carried, let this merchandise be a target of an on-line shop search process. On the other hand, when merchandise of which a stock n becomes 0 isn't classified into b, the server gives a negative judgment to step S1607 and a process of FIG.30 is finished. In this case, as merchandise with 0 of a stock n is classified into a, an out-of-stock display isn't carried even when this merchandise is out of stock. And, let this merchandise be a target of an on-line shop search process.

According to the foregoing explanation, only when merchandise classified into d becomes out of stock, this merchandise is excluded from a target of an on-line shop search process (step S1604). But, when merchandise classified into c becomes out of stock, this merchandise may be also excluded from a target

of an on-line shop search process. In this case, the server may proceed to step S1604 after a process of step S1606 is finished.

-Delivery to a purchaser a purchased item and a purchaser's  
5 winning prize in a lottery-

The service provider makes a lottery available for purchasers who shops merchandise at an on-line shop and delivers to a winner purchased merchandise enclosing a winning prize.

FIG.31 represents a flow chart explaining how merchandise  
10 delivery instruction is processed by the server of the service provider. A process of FIG.31 starts up when a purchase process of an on-line shop is finished. In step S901, the server judges whether or not a purchase amount  $P$  of merchandise is over a given amount  $Q$ . The server gives a  
15 positive judgment to step S901 when  $P \geq Q$  is established and proceeds to step S902, but when  $P < Q$  is established, the server gives a negative judgment to step S901 and A process of FIG.31 is finished. Here, an opportunity of drawing a lottery is available to a purchaser whose purchase amount  $P$  is over  $Q$ .  
20 In step S902, the server transmits display data to a terminal of a purchaser and has a lottery page screen as shown in FIG.32(a) displayed on a monitor of the terminal. In FIG.32(a), a lottery page screen displayed on the monitor of the terminal allows the purchaser to draw a lottery in  
25 accordance with displayed content. The purchase clicks on

a handle attached to a lottery machine displayed on the screen, and then data saying that a lottery gets started is transmitted to the server of the service provider. In step S903, the server judges whether or not data of a lottery start is received. The server gives a positive judgment to step S903 when data is received and proceeds to step S904, performing a given lottery process. The server repeats a judgment process when data of a lottery start isn't received yet.

10 In step S904, the server judges whether or not an address of the purchaser and a delivery location of purchased merchandise are identical. The address of the purchaser and the delivery location of purchased merchandise have been entered during a purchase process of an on-line shop. The

15 server gives a positive judgment to step S904 when The address of the purchaser and the delivery location of purchased merchandise are identical and proceeds to step S905, but when they are not identical, the server gives a negative judgment to step S904 and proceeds to step S906.

20 In step S906, the server transmits display data to a terminal of the purchaser and proceeds to step S907. Thus, a page screen as shown in FIG.32(b) is displayed on a monitor of the terminal. FIG.32(b) represents that a camera is won as a red ball comes out and further a button to select a prize

25 delivery location



is displayed. The purchaser selects a prize delivery location from a merchandise delivery address (merchandise delivery location), an address of the purchaser or others by clicking on any of selection buttons. When the purchaser  
5 clicks on any of the selection buttons, data indicative of information about a selected delivery address is transmitted to the server from the terminal of the purchaser.

In step S905, the server transmits display data to the terminal of the purchaser and proceeds to step S907. In this  
10 case, as a merchandise delivery address is the same as that of the purchaser, a prize delivery address is also assumed to be an address of the purchaser. Thus, a page screen (not shown) omitting the selection button of the delivery address from a page screen of FIG.32(b) is displayed on a monitor of  
15 the purchaser's terminal. More specifically, as a red ball comes out, a message that a camera is won is notified only. The purchaser clicks on a confirmation button (not shown), and data indicative of information about the address of the purchaser is transmitted to the server from the terminal of  
20 the purchaser.

In step S907, the server judges whether or not data of information about a delivery address is received. The server gives a positive judgment to step S907 when data is received and proceeds to step S908, but when data isn't received yet,  
25 the server repeats a judgment process. In step S908, the

server judges whether or not a delivery address of purchased merchandise is the same as that of the prize. The server gives a positive judgment to step S908 when the delivery address is the same and proceeds to step S909, but when the address  
5 isn't the same, the server gives a negative judgment to step S908 and proceeds to step S910.

In step S909, the server transmits display data to the terminal of the purchaser and has a delivery address confirmation screen of the prize shown in FIG.33 displayed  
10 on the terminal. The purchaser clicks on OK button 33B, and the server performs a process to enable purchased merchandise and the prize to be combined and delivered to the purchaser and a process of FIG.31 is finished. In step S910, the server transmits display data to the terminal of the purchaser and  
15 has the delivery address confirmation screen of the prize shown in FIG.33 displayed on the terminal. The purchaser clicks on OK button 33B, and the server performs a process to enable purchased merchandise and the prize to be separately packaged and delivered to each address and a process of FIG.33  
20 is finished.

-When a part of purchased merchandise is in waiting for supply, all the purchased merchandise after the waiting part is supplied are combined and delivered-

FIG.34 represents a flow chart explaining how a merchandise  
25 delivery instruction is processed by the server of the service

provider. A process of FIG.34 starts up when the purchaser logs in an on-line shop page via. the terminal. In step S1001, the server judges whether or not an instruction to put merchandise into a shopping cart is transmitted from the terminal. This instruction is transmitted when the purchaser clicks on a "put into a shopping cart" button (not shown) on a screen displayed on the terminal. The server gives a positive judgment to step S1001 when the server receives data indicative of the instruction to put into a cart and proceeds to step S1002, but when data indicative of the instruction to put into a cart isn't received yet, the server gives a negative judgment to step S1001 and proceeds to step S1005.

In step S1002, the server judges whether or not merchandise instructed to be put into a cart is out of stock. The server gives a positive judgment to step S1002 when it is out of stock and proceeds to step S1004, but when it isn't out of stock, the server gives a negative judgment to step S1002 and proceeds to step S1003. In step S1003, the server transmits display data to the terminal of the purchaser who instructs to put merchandise into a cart and has a page screen (not shown) representing that merchandise is put into a cart displayed on a monitor of the purchaser's terminal. The server transmits display data and proceeds to step S1005.

In step S1004, the server performs a reservation process for

out-of-stock merchandise and proceeds to step S1005. The reservation process will be explained later.

In step S1005, the server judges whether or not an instruction to finish a shopping is transmitted from the terminal of the purchaser. This instruction is transmitted by clicking on a "finish a shopping" button (not shown) viewed on a monitor of the terminal

of the purchaser. The server receives data indicative of the instruction of a shopping finish

10 and gives a positive judgment to step S1005 and proceeds to step S1006, but when data isn't received yet, the server gives a negative judgment to step S1005 and gets back to step S1001.

In step S1006, the server judges whether or not merchandise is in a shopping cart. The server gives a positive judgment to step S1006 when merchandise is in the cart and proceeds to step S1007, but when merchandise isn't in, the server gives a negative judgment to step S1006 and A process of FIG.34 is

15 finished. In step S1007, the server judges whether or not there is reserved merchandise among merchandise put into the shopping cart. The server gives a positive judgment to step S1007 when there is reserved merchandise and proceeds to step S1008, but when reserved merchandise isn't there, the server gives a negative judgment to step S1007 and proceeds to step s1009.

25 In step S1008, the server performs a settlement process called

as an option settlement and a process of FIG.34 is finished.  
In step S1009, the server performs a settlement process called  
as a normal settlement and a process of FIG.34 is finished.  
The normal settlement process and option settlement process  
5 will be explained later.

The foregoing reservation process will be explained. FIG.35  
represents a flow chart explaining how a reservation is  
processed by the server of the service provider. A process  
of FIG.35 starts up when the server gives a positive judgment  
10 in step S1004 of FIG.34. In step S1101 of FIG.35, the server  
accesses a database and reads out merchandise information  
about out-of-stock merchandise and proceeds to step S1102,  
gaining information about a scheduled supply data of this  
merchandise. In step S1102, the server creates display data  
15 for a reservation page screen to be explained later and  
proceeds to step S1103. In step S1103, the server transmits  
page data for a display to the terminal of the purchaser and  
proceeds to step S1104. Thus, the reservation screen as shown  
in FIG.36 is displayed on a monitor of the purchaser's  
20 terminal. In FIG.36, the scheduled supply data of this  
merchandise is displayed.

The purchaser clicks on reservation button 36B on a screen  
(FIG.36) viewed on the monitor of the terminal, and data  
indicative of an instruction to reserve merchandise is  
25 transmitted to the server from the terminal of the purchaser.

In step S1104, the server judges whether or not the instruction to reserve merchandise is transmitted from the terminal of the purchaser. When the server receives the reservation instruction, the server gives a positive judgment  
5 to step S1104 and proceeds to step S1107, but when the reservation instruction isn't received yet, the server gives a negative judgment to step S1104 and proceeds to step S1105. In step S1107, the server adds this merchandise to the shopping cart and proceeds to step S1108. In step S1108, the  
10 server transmits page data for a display to the terminal of the purchaser that sends the instruction to put this merchandise into the cart and has a page screen indicative of putting this merchandise into the cart, that is, reservation of this merchandise, displayed on a monitor of  
15 the terminal of the purchaser. The server transmits page data for a display, and then a reservation process of FIG.35 is finished.

In step S1105, the server judges whether or not an instruction not to reserve merchandise is transmitted from the terminal  
20 of the purchaser. The instruction not to reserve merchandise is transmitted to the server when the purchase clicks on "no reserve" button 36C on a screen of FIG.36. The server receives data indicative of the instruction of no reservation, then the server gives a positive judgment to step S1105 and  
25 proceeds to step S1106, but when data indicative of the

instruction of no reservation isn't received yet, the server gives a negative judgment to step S1105 and gets back to step S1104.

In step S1106, the server transmits page data for a display  
5 to the terminal of the purchaser that sends the instruction to put merchandise into the cart and has a page screen indicative of no reservation displayed on a monitor of the purchaser's terminal. The server transmits page data of the display and the reservation process of FIG.35 is finished.  
10 The foregoing option settlement process will be explained. FIG.37 represents a flow chart explaining how an option settlement is processed by the server of the service provider. A process of FIG.37 starts up when the server gives a positive judgment in step S1007 of FIG.34. In step S1201 of FIG.37,  
15 the server judges whether or not there is any merchandise other than reserved merchandise in the shopping cart. The server gives a positive judgment to step S1201 when there is merchandise other than reserved merchandise and proceeds to step S1202, but when there is not any merchandise other than  
20 reserved merchandise, the server gives a negative judgment to step S1201 and proceeds to step S1204. In step S1202, the server transmits page data for a display to the terminal of the purchaser and proceeds to step S1203. Then, a page screen for a delivery selection as shown in FIG.38 is displayed on  
25 a monitor of the purchaser's terminal. In FIG.38, an expected

delivery date is displayed.

When the purchaser clicks on button 38B on a screen (FIG.38) displayed on a monitor of the purchaser's terminal, data indicative of an instruction that reserved merchandise is delivered combined with other merchandise is transmitted to the server from the terminal of the purchaser. In step S1203, the server judges whether or not a combined delivery instruction is transmitted from the terminal of the purchaser.

The server gives a positive judgment to step S1203 and proceeds to step S1204, but when the combined delivery instruction isn't received yet, the server gives a negative judgment to step S1203 and proceeds to step S1205.

In step S1204, the server calculates to create a bill and proceeds to step S1206. In this case, as a number of a delivery of this merchandise is one delivery, the bill states one delivery charge and an amount of merchandise. In step S1205, the server calculates to create the bill and proceeds to step S1206. In this case, as a delivery of merchandise is split into a plurality of deliveries, the bill states the delivery charge and the amount of merchandise per each merchandise delivery. In step S1206, the server transmits page data for a display to the terminal of the purchaser and proceeds to step S1207. Thus, a page screen of the bill as shown in FIG.39 is displayed on a monitor of the purchaser's terminal.



When the purchaser clicks on a "Place an order with this content" button (not shown) on a screen (FIG.39) displayed on the monitor of the purchaser's terminal, data indicative of an instruction to settle is transmitted to the server from the terminal of the purchaser. In step S1207, the server  
5 whether or not the instruction to settle is transmitted from the terminal of the purchaser. The server gives a positive judgment to step S1207 when the settlement instruction is received and proceeds to step S1208, but when the instruction  
10 isn't received yet, the server repeats a judgment process. In step S1208, the server finishes an option settlement process of FIG.37 after performing the settlement process. A normal settlement process will be explained. A normal settlement process omits the processes from step S1201 ~ step  
15 S1203 in the option settlement process of FIG.37 and the process of step S1205. The normal settlement process starts when the server gives a negative judgment in step S1007 of FIG.34, that is, there is no reserved merchandise. In this case, merchandise in the cart is in stock and one time delivery  
20 is just enough, so the bill can be created including one delivery charge and an amount of merchandise. Thus, the normal settlement process starts from the process of step S1204.

In the option settlement process, a case where, when reserved  
25 merchandise is delivered combined with another merchandise,

a delivery charge is calculated as one time delivery and further settlements of reserved merchandise and another merchandise are jointly processed has been explained. A following explanation is a case where a delivery charge becomes free of charge depending upon a total amount of purchased merchandise or reserved merchandise is settled separately from another merchandise.

FIG.40 represents a flow chart explaining how a decision of a delivery charge is processed depending upon a delivery method and a way of a settlement and this flow is performed in place of the option settlement process of FIG.37. In step S1301 of FIG.40, the server creates a page screen for a delivery method selection and a settlement selection and proceeds to step S1302. A delivery method selection is to select either one of a combined delivery of reserved merchandise and another merchandise or a separate delivery. A settlement selection is to select either one of a joint collective settlement of reserved merchandise and another merchandise or an installment settlement. In step S1302, the server transmits data of the created page screen to the terminal of the purchaser and proceeds to step S1303. Thus, the page screen with a checkbox for a delivery method selection (not shown) and a checkbox for a settlement selection (not shown) is displayed on a monitor of the purchaser's terminal.

The purchaser places any of a checkmark in the checkbox on a screen displayed on the terminal and clicks on an OK button (not shown), and data indicative of the delivery method and the way of the settlement is transmitted to the server from the terminal of the purchaser. In step S1303, the server gives a positive judgment to step S1303 when data indicative of the instruction is received and proceeds to step S1304, but when data indicative of the instruction from the terminal isn't received, the server gives a negative judgment to step S1303 and repeats a judgment process.

In step S1304, the server detects a number of a delivery  $D$  and proceeds to step S1305. When a delivery of merchandise is combined,  $D=1$ . In a case of a separate delivery of reserved merchandise,  $D \geq 2$ . A figure of  $D$  takes a different figure subject to an availability status of reserved merchandise and a scheduled supply date of each of reserved merchandise. In step S1305, the server judges whether or not a settlement is a lump-sum payment. The server gives a positive judgment to step S1305 when data indicative of an instruction of the lump-sum payment is transmitted from the terminal of the purchaser and proceeds to step S1306, but when data indicative of an instruction of an installment payment is transmitted, the server gives a negative judgment to step S1305 and proceeds to step S1307. In step S1306, the server performs a settlement process of the lump-sum payment and a process

of FIG.40 is finished. In step S1307, the server performs a settlement process of the installment payment and a process of FIG.40 is finished.

A lump-sum payment settlement will be explained. In the  
5 lump-sum payment settlement, merchandise in stock and reserved merchandise due to an out-of-stock are jointly settled. FIG.41 represents a flow chart explaining how the lump-sum payment settlement is processed by the server of the service provider. In step S1401, the server calculates a  
10 total amount E of purchased merchandise and reserved merchandise in the shopping cart and proceeds to step S1402. In step S1402, the server calculates a chargeable number of a delivery D and proceeds to step S1403. Chargeable number of a delivery D is calculated by  $G=D-(E/F)$ , but F is a  
15 predetermined rate so as to provide a free-of-charge delivery service. A fraction of a decimal point is rounded up.

In step S1403, the server judges whether or not  $G \leq 0$  is established. The server gives a positive judgment to step S1403 when  $G \leq 0$  is established and proceeds to step S1405,  
20 but when  $G > 0$  is established, the server gives a negative judgment to step S1403 and proceeds to step S1404. In step S1405, the server creates the bill with 0 of a delivery charge and proceeds to step S1406.

In step S1406, the server transmits page data for the bill  
25 display to the terminal of the purchaser and proceeds to step

S1407. Thus, a page screen of the bill as with that of FIG.39 is displayed on a monitor of the purchaser's terminal. When the purchaser clicks on a "Place an order with this content" button (not shown) on a screen (FIG.39) displayed on the terminal of the purchaser, data indicative of a settlement instruction is transmitted to the server. In step S1407, the server judges whether or not data of indicative of the settlement instruction is transmitted. The server gives a positive judgment to step S1407 when data is received and proceeds to step S1408, but when data isn't received, the server repeats a judgment process.

In step S1408, the server detects whether or not a payment is made by a credit card. A payment selection is a process that the purchaser selects a way of a payment among various ways of payments such as, for instance, a credit card and cash on delivery. The server gives a positive judgment to step S1408 when the credit card payment is made and proceeds to step S1409, but when the payment isn't made by the credit card, the server gives a negative judgment to step S1408 and proceeds to step S1410.

In step S1409, the server connects to a credit card finance company the purchaser gets a finance contract with and checks out a line of credit inclusive of a payment amount payable by the credit card. The server proceeds to step S1410 after performing the process of the line of credit check. In step

S1410, the server performs a settlement when the line of credit is cleared and finishes the lump-sum payment process of FIG.41. When the line of credit isn't cleared, the server performs non-settlement process and a process of FIG.41 is finished. In this case, a purchase does not come into effect. An installment payment will be explained. In an installment payment, a first comes a settlement of merchandise in stock and a next settlement comes after out-of-stock merchandise is supplied. FIG.42 represents a flow chart explaining how an installment payment is processed by the server of the service provider. In step S1501, the server calculates a total amount H of merchandise to be settled this time out of purchased merchandise and reserved merchandise in the shopping cart and proceeds to step S1502. In step S1502, the server calculates a number of deliveries J enabling a delivery service to be free of charge and proceeds to step S1503. A free-of-chargeable number of deliveries J is calculated by  $J=H/F$ . F is a predetermined amount so as to make a delivery service free of charge. A fraction of a decimal is rounded down.

In step S1503, the server judges whether or not  $J=0$  is established. The server gives a positive judgment to step S1503 when  $J=0$  is established and proceeds to step S1504, but when  $J \neq 0$  is established, the server gives a negative judgment to step S1503 and proceeds to step S1505. In step S1506, the

server sets  $J=J-1$ , and then, relating a value of  $J$  to a purchaser, the server stores the value of  $J$  onto a database and proceeds to step S1506. In step S1506, the server creates a bill with 0 of a delivery charge and proceeds to step S1507.

5 In step S1504, the server creates a bill including a delivery charge and proceeds to step S1507.

In step S1507, the server transmits page display data for a created bill and proceeds to step S1508. Thus, the same page screen of the bill as that of FIG.39 is displayed on a monitor  
10 of the purchaser's terminal. The purchaser clicks on a "Place an order with this content" button (not shown) on a screen (FIG.39) of a monitor of the purchaser's terminal, data indicative of a settlement instruction is transmitted to the server from the terminal of the purchaser. In step S1508,  
15 the server judges whether or not data of the settlement instruction is transmitted. The server gives a positive judgment to step S1508 when data is received and proceeds to step S1509, but when data isn't received, the server repeats a judgment process.

20 In step S1509, the server detects whether or not a payment is made with a credit card. The server gives a positive judgment to step S1509 when the payment is made with the credit card and proceeds to step S1510, but when the payment isn't made with the credit card, the server gives a negative  
25 judgment to step S1509 and proceeds to step S1513.

In step S1510, the server connects to a credit card finance company the purchaser gets a credit card finance contract with and checks out a line of credit for a settlement amount this time payable by the credit card. The server performs a  
5 process of the line of credit check and proceeds to step S1511. In step S1511, the server performs a settlement process when the line of credit is cleared and proceeds to step S1512. In this step, a settlement of reserved merchandise isn't made. When the line of credit is rejected, the server performs  
10 non-settlement process and proceeds to step 1512. When non-settlement process is performed, the purchase does not come into effect. In step S1512, the server checks out a line of credit amount of reserved merchandise except for the settlement amount this time. The server performs the process  
15 of the line of credit check and proceeds to step S1513. Thus, as it is possible to check out that the payment through the credit card makes it possible to purchase reserved merchandise, a credibility of reservation gets enhanced. In step S1513, the server finishes the installment payment  
20 settlement process of FIG.42 when the line of credit is cleared. However, when the line of credit is rejected, the server performs another settlement rather than the credit card and finishes the installment payment settlement process of FIG.42.  
25 According to the on-line shop with content of this embodiment,



a following effect is obtained.

(1) The service provider prepares a polygon image of a camera body and another polygon image of each accessory such as an interchangeable lens and makes it possible to create a composite by combining these images. Thus, a purchaser can see an image of each accessory being attached to the camera body before purchasing merchandise. The service provider does not have to take various combinations of pictures that each accessory is actually attached to a camera body, so it saves the service provider time and trouble.

(2) The service provider can access a database storing information of a membership registration of a log-in purchaser, read out information about a model such as a purchaser's camera and make a suggestion about new merchandise such as an accessory for the camera to the purchaser. Therefore, the service provider never makes a suggestion about the same merchandise as has been already owned by the purchaser and even if the purchaser does not take a trouble to search, the service provider automatically puts forward a suggestion about an accessory for a camera owned by the purchaser. Thus, a convenient shop service for a purchaser can be provided.

(3) In addition to (2), a suggestion about new merchandise depending upon merchandise the purchaser has already put into a shopping cart is made, so a suggestion about the same

merchandise as the purchaser has already put into a shopping cart is not put forward. Thus, a convenient shop service for a purchaser is provided.

(4) As a stock (a virtual stock) is managed by a relative  
5 increase/decrease in a stock with reference to a beginning  
absolute stock and a stock  $n$  varying in real time  
synchronizing with a status of content in a shopping cart,  
the manager can see how many merchandise are  
increased/decreased against the beginning stock by the figure  
10 specified in box 28H of an increase/decrease in a stock and  
can also see a surplus/short by the stock  $n$  displayed in box  
28H of the present stock.

(5) In a management of merchandise information, a different  
merchandise ID is allocated and managed as separate  
15 merchandise even though wrapped merchandise and name-  
engraved merchandise and so are the same merchandise. Thus,  
in comparison to wrapping merchandise when requested, a  
working efficiency becomes enhanced.

(6) Only when a stock  $n$  of merchandise becomes below a given  
20 number  $Z$  for the first time since a given time, a mail conveying  
a decrease in the stock of the merchandise is transmitted to  
the manager. Therefore, even when a lot of purchasers visit  
an on-line shop at the same time and the stock varying moment  
to moment becomes larger or smaller than  $Z$ , the same mail is  
25 not transmitted over and over again to the manager.

(7) Every time a stock  $n$  becomes below 0, a mail conveying 0 of the stock of the merchandise is transmitted to the manager. Therefore, the manager can see how many times the merchandise has been put into a shopping cart from the number of the  
5 received mail conveying 0 of the stock.

(8) When the stock 0 of merchandise is 0, a message conveying an out-of-stock is transmitted to the terminal of the purchaser at a time when the purchaser puts the merchandise into a cart. Therefore, while the purchaser operates a  
10 terminal to perform a settlement process of merchandise put into a cart, this merchandise does not become out of stock. That is, merchandise that isn't out of stock at a time when the merchandise is put into a cart is purchasable without making a reservation.

(9) When the stock is 0, in accordance with a status of the checkbox of column 28G on a management screen of merchandise information managed per each of merchandise, whether an out-of-stock is displayed, a sold-out is displayed, a display of the merchandise is continued and the display of the  
20 merchandise is halted are decided. Therefore, content of a display at an out-of-stock can be varied with merchandise in such a way that merchandise taking some time to be supplied carries an out-of-stock display, sold-out merchandise with a limited available number carries a sold-out display and  
25 discontinued merchandise halts a display. As a result,

self-explanatory out-of-stock information to a purchaser can be provided.

(10) When the stock n of merchandise that a purchaser puts into a cart is 0 (step S1002), information of an out-of-stock and a scheduled supply date is transmitted to the terminal of the purchaser and a reservation can be made via reservation button 36B. Thus, a purchaser can make a purchase reservation readily.

(11) An on-line lottery is provided to a purchaser purchasing merchandise at an on-line shop and when an address of a prize is the same as that of purchased merchandise, an instruction of a combined delivery is issued (step S909). Thus, a delivery cost can be reduced when compared to a separate delivery.

(12) When a purchaser purchases in-stock merchandise and out-of-stock merchandise, whether or not in-stock merchandise and out-of-stock merchandise are delivered combined is checked out (step S1203). Therefore, the purchaser can select any of delivery methods depending upon merchandise availability, namely, a combined delivery of in-stock merchandise and out-of-stock merchandise when supplied or a separate delivery just like a delivery of in-stock merchandise comes first and the next comes reserved merchandise.

(13) When a purchaser purchases out-of-stock merchandise and

in-stock merchandise, whether or not a lump sum settlement of in-stock merchandise and reserved merchandise due to an out-of-stock is made is checked out (step S1509). If instructions of an installment payment is received and  
5 further a credit card settlement is received (Yes judgment of step S1509), a line of credit payable for reserved merchandise is checked out (step S1512) separately from this time settlement amount. As a result, as it is also confirmed that reserved merchandise is purchasable, reservation  
10 credibility is increased.

-Album printout service-

A category of on-line album 5 will be explained. An on-line album is called as an electric album. A web service user clicks on link button 24 to "On-line album" on the screen of  
15 top page 10 of FIG.3, the top page screen of the category of the on-line album (not shown) is displayed on the terminal. When the service user logs in this top page, a page screen as shown in FIG.43 is displayed on a monitor of the terminal. As explained before, a service use of on-line album 5 is not  
20 available until the service user with a web membership registration enters a log-in name and password.

In FIG.43, each location described as "Album creation", "Printout service", "Photo mail" and "Welcome to a first user" is embedded to information of each link. The service user  
25 clicks on an underlined letter and button of "Album creation",

a page screen for an album creation is further displayed. The album creation is performed in such a way that the service user borrows a data storage area inside an album server the supplier prepares and stores an image onto the data storage area. The service user uses the data storage area storing the image as an electric album. Storage of an image onto an electric album is called a registration of an image.

A memory size (memory capacity) of an album data storage area is, for instance, 50MB per person, effective for one year (usable period of time). A preferred treatment such as a larger memory size and a longer effective period than a standard one is appropriately available to a service user that records a customer registration. A registered image data stored onto an electric album by a service user is principally read out from a data storage area to a terminal by the service user and the image via this image data is viewed by the service user. When a service user wants the album to be viewed by another service user or permits another service user to view the album, the service user can put the album on view, notifying its intension to the service provider. The album put on view is displayed on a screen of FIG.43 as the open album. In an example of FIG.43, an explanation is displayed at album 1, album 2 and album 3 with a typical sample image of each album. When a service user clicks on any of images and the underlined letter of the album, image data stored at

each album is transmitted from a storage area of this image data to a terminal of the service user. Then, the service user can view the image created by this transmitted data on a monitor of the user's terminal.

5 When an album is not put on view, the album is private and only a service user that creates the album is eligible for viewing the album, but another service user can't. A setting of "Put on view"/"Private" is determined per each registered image by the service user that creates the album. There are  
10 two types of "Put on view", an unconditional "Put on view" and "Put on view" with a password. The server, when an album is put on view unconditionally, allows anybody of the service user to read out image data and when a password is required to view the album, the server permits only a service user that  
15 types a password to read out image data. An album put on view is introduced with a display of a typical image on a screen of FIG.43 and further it is classified per category of the album and the classified album is also introduced. For example, when a service user clicks on underlined "Category  
20 1", a page screen introducing the album classified into category 1 with a typical image of each album appears for a display. Accordingly, the album put on view is classified per each category and the classified album is introduced. In FIG.43, when a service user clicks on "Printout service"  
25 and a button, a page screen for a printout service is coming

up for a display. The printout service is a service in which a service provider prints out a high definition hard copy of an image registered in an electric album and the hard copy can be delivered to the service user. An actual printout service may be performed by the service provider or outsourced to a third party by the service provider. A printout service procedure is flowed as follows;

① A service user logs in an on-line album of the service provider,

10 ② The service user selects an image out of registered images,

③ The service user checks out a printout charge, a payment method and an address of a printout delivery,

④ The service user places an order,

⑤ The service provider takes the order,

15 ⑥ The service provider makes a printout and deliveries it.

In FIG.43, when a service user clicks on underlined "Photo mail" and a button, a page screen for a mail service further appears for a display. The photo mail is a mail service that enables information linked to an image registered onto an electric album to be attached. A mail receiver of the photo mail can read out image data registered onto the electric album by selecting information of a link written in the mail, for instance, by specifying URL and browse the image.

In FIG.43, when the service user clicks on underlined "Welcome to a first visit" and a button, a page screen introducing how

25



to use an on-line album service appears for a display.

Referring to this introduction page, the service user obtains information such as a usage of the electric album. In

accordance with the on-line album service of this embodiment,

5 the service provider provides to a service user a following service.

-Delete an album when a service user has not logged in for a given period of time-

An on-line album service lends a service user a data storage

10 area storing an image, so a large data storage area is required

in comparison to a mail and the like. Therefore, in order

not to keep on holding a data storage area for a service user

that has not been using this service, data stored in a data

storage area lent to the service user is deleted when the

15 service has not been used and a given period has elapsed.

Accordingly, this data storage area can be lent to another service user.

FIG.44 represents a flow chart explaining how an album deletion is processed. A process of FIG.44 is performed

20 regularly once a month. In step S2001, the server accesses

a database and searches log-in data recorded per each service

user and proceeds to step S2002. In step S2002, the server

judges whether or not there is a service user with no log-in

record for more than a first given period. The first given

25 period is, for example, one year. The server, when there is

a service user with no log-in record, gives a positive judgment to step S2002 and proceeds to step S2003, but when there is not, the server gives a negative judgment to step S2002 and proceeds to step S2006.

5 In step S2003, the server judges whether or not the service user has an album. When the service user registers the album, the server gives a positive judgment to step S2003 and proceeds to step S2004, but when the album is not registered, the server gives a negative judgment to step S2003 and a  
10 process of FIG.44 is finished. When step S2003 is given the negative judgment, the album isn't deleted.

In step S2004, the server deletes all the albums the service user registers and proceeds to step S2005. In step S2005, the server transmits to the service user a mail notifying that  
15 the albums are deleted because of no record of a log-in for more than the first given period and a process of FIG.44 is finished.

In step S2006, the server judges whether or not there is a service user with no log-in record for less than the first  
20 given period and more than a second given period. The second given period is, for example, 11 months. The server, when there is the service user with no log-in record, gives a positive judgment to step S2006 and proceeds to step S2007, but when there isn't, gives a negative judgment to step s2006  
25 and A process of FIG.44 is finished. When step S2006 is given

the negative judgment, the album isn't deleted.

In step S2007, the server judges whether or not the service user has an album. When the service user registers the album, the server gives a positive judgment to step S2007 and  
5 proceeds to step S2008, but when the album is not registered, the server gives a negative judgment to step S2007 and a process of FIG.44 is finished. When step S2007 is given the negative judgment, the album isn't deleted.

In step S2008, the server transmits a mail warning that albums  
10 will be deleted because of no log-in record for more than the first given period and a process of FIG.44 is finished. Accordingly, the warning mail is transmitted to the service user that has not been using this service for more than the second given period before the album is deleted.

15 -No deletion of an album now browsed by another service user-  
Even when a service user registering an album has not logged in, the album that is now put on view and browsed by another service user isn't deleted. Accordingly, the service provider can secure a prospective user that uses this service  
20 with an eye to browsing the album put on view.

FIG.45 represents a flow chart explaining how an album deletion is processed by the server of the service provider. A process of FIG.45 is performed regularly once a month. In step S2101, the server searches log-in data recorded per  
25 each a service user and proceeds to step S2002. In step S2102,

the server judges whether or not there is a service user with no log-in record for more than the first given period. The server, when there is a service user with no log-in record, gives a positive judgment to step S2102 and proceeds to step  
5 S2103, but when there is not, the server gives a negative judgment to step S2102 and proceeds to step S2108.

In step S2103, the server judges whether or not the service user has an album. When the service user registers the album, the server gives a positive judgment to step S2103 and  
10 proceeds to step S2104, but when the album is not registered, the server gives a negative judgment to step S2103 and a process of FIG.45 is finished. When step S2103 is given the negative judgment, the album isn't deleted.

In step S2104, the server searches data indicative of an  
15 access status of each album registered by the service user and proceeds to step S2105. In step S2105, the server judges whether or not there is an album with no access record during the first given period. The server, when there is the album, gives a positive judgment to step S2105 and proceeds to step  
20 S2106, but when there isn't the album, gives a negative judgment to step S2105 and proceeds to step S2111.

When step S2106 is given the negative judgment, the server deletes an album with no access record out of albums the service user registers and proceeds to step S2107.

25 In step S2107, the server transmits to the service user a mail

notifying that the album with no log-in record for more than the first period was deleted and a process of FIG.45 is finished.

In step S2108, the server judges whether or not there is a  
5 service user with no log-in rack record for less than the first  
given period and more than the second given period. When  
there is the service user, the server gives a positive  
judgment to step S2108 and proceeds to step S2109, but when  
there isn't the service user, the server gives a negative  
10 judgment to step S2108 and a process of FIG.45 is finished.  
When step S2108 is given the negative judgment, the album  
isn't deleted.

In step S2109, the server judges whether or not the service  
user has an album. The server, when the service user  
15 registers the album, gives a positive judgment to step S2109  
and proceeds to step S2110, but when the album isn't  
registered, the server gives a negative judgment to step S2109  
and a process of FIG.45 is finished. When step S2109 is given  
the negative judgment, the album isn't deleted.

20 In step S2110, the server accesses a database to search data  
indicative of an access status of each album the service user  
registers and proceeds to step S2111. In step S2111, the  
server judges whether or not there is an album with no access  
record for more than the second given period. The server,  
25 when there is the album, gives a positive judgment to step

S2111 and proceeds to step S2112, but when there isn't, the server gives a negative judgment to step S2111 and A process of FIG.45 is finished. When step S2111 is given the negative judgment, the album isn't deleted.

5 In step S2112, the server transmits to the service user a mail warning that an album with no log-in or access record for more than the first given period will be deleted and a process of FIG.45 is finished. Accordingly, the warning mail is transmitted to the service user with no use record for more  
10 than the second given period before an album with no access is actually deleted.

-Delete an album registered by a service user who resigns its web membership-

FIG.46 represents a flow chart explaining how an album  
15 deletion is processed by the server of the service provider. A process of FIG.46 starts when a web membership resignation procedure is finished. In step S2301, the server judges whether or not a resigned member has an album. The server, when the resigned member has registered the album, gives a  
20 positive judgment to step S2301 and proceeds to step S2302, but when the resigned member has not registered, gives a negative judgment to step S2301 and proceeds to step S2303. In step S2302, the server deletes the album registered by the resigned member and proceeds to step S2303. In this case,  
25 the server leaves content written in a bulletin board and data

of data size reduced image (for instance, thumbnail image) attached to this writing. What is all about a thumbnail will be explained later.

In step S2303, the server transfers data indicative of a  
5 nickname and a photo mail address for the bulletin board the  
resigned member used from a database storing information  
about a web member to a database area storing information  
about a resigned web member and proceeds to step S2304.  
Storing information about the resigned web member, the server  
10 makes sure not to allocate the same nickname and photo mail  
address as those of the resigned web members to a prospective  
web member. In step S2304, the server judges whether or not  
the resigned web member registered a customer registration.  
The server, when the resigned web member registered the  
15 customer registration, gives a positive judgment to step  
s2304 and proceeds to step S2305, but when the customer  
registration wasn't performed, gives a negative judgment to  
step S2304 and proceeds to step S2306.

In step S2305, the server deletes unnecessary data as customer  
20 registration data from data recorded at a web membership  
registration by the resigned web member and a process of  
FIG.46 is finished. In step S2306, the server deletes all  
data recorded at a web membership registration by the resigned  
web member and a process of FIG.46 is finished.

25 -Album management-

The service provider classifies an album registered by a service user into each category and manages the categorized album and enables registered image data to be browsed per each category. Generally, an image against public decency is  
5 considered to converge to a specific category and registered. Thus, the service provider manages an album in such a way that the provider can readily check out the album per each category.

FIG.47 represents an example of a management page screen for  
10 managing an album. The management page screen is prepared per each category of the registered album by the service provider. A manager predetermined by the service provider performs a given operation onto the server and then the server transmits management data to a terminal of the manager and  
15 the management screen of FIG.47 is displayed on the terminal of the manager. In FIG.47, when the registered album is rearranged per a category and the rearranged album is displayed, the manager ticks "Rearrange" in the checkbox of a first priority and clicks on execute button 47E, selecting  
20 "Category" from pull-down menu 47A. With this operation, a list of albums belonging to a "category" is displayed.

And also, when displaying a list of albums belonging to a "Landscape" in a category, the manager ticks an "Extract" in the checkbox of a first priority and selects a "Category" for  
25 pull-down menu 47A. And further, the manager selects the



"Landscape" from pull-down menu 47B and clicks on execute button 47E. Accordingly, the list of the albums belonging to the categorized landscape as represented in FIG.47 is displayed. As represented in the example of FIG.47, a user  
5 ID of the service user that registers the album, a category name (in this case, a landscape), an album name (when the album name is registered), a number of registered image and a registered time of day are displayed as a list.

In addition to a category, pull-down menu 47A includes a  
10 registered time of day, a camera in use, a way of picture-taking, membership, a last time log-in and a number of browsing and they are configured in such a way that the rearrangement and extraction of the album are possible. Also, as a second priority, pull-down menu 47C and 47D performing  
15 the rearrangement and extraction are provided and the rearrangement and extraction can be performed by further adding a condition of the second priority to a condition of the first priority. Selected content of any of selected pull-down menus 47A ~ 47D is kept on being displayed while  
20 the list is displayed, so it is easy to further rearrange the displayed list of the album or extract again.

In FIG.47, for instance, when selecting a "Camera in use" from pull-down menu 47A and ticking the "Rearrangement", a model name of the camera in use in place of the category is displayed  
25 and a list of the album registering images taken with the model

is displayed.

FIG.48 represents a flow chart explaining how a creation of a list of an album is processed by the server of the service provider. A process of FIG.48 starts when the manager clicks  
5 on execute button 47E. In step S2401, the server executes the rearrangement and extraction according to a condition of a selected pull-down menu and proceeds to step S2402. In step S2402, the server judges whether or not a process of the rearrangement and extraction is finished. The server gives  
10 a positive judgment to step S2402 when the process is finished and proceeds to step S2403, but when the process isn't finished, the server gives a negative judgment to step S2402 and a process of the judgment is repeated.

In step S2403, the server creates a page screen of a list of  
15 an album and proceeds to step S2404. In step S2404, the server transmits data of the page screen to a terminal of the manager and a process of FIG.48 is finished. Thus, a management screen as shown in FIG.47 is displayed on the terminal of the manager.

20 When, for instance, the manager clicks on underlined "Mt. Fuji" in an album name on the management screen of FIG.47 browsed on the terminal of the manager, image data stored onto the album name "Mt. Fuji" is read out and a thumbnail image is displayed on a monitor of the terminal of the manager. The  
25 thumbnail image is a contracted image of original image data

being contracted, for example, by eliminating some of original image data and the like. FIG.49(a) represents the thumbnail created by image data stored onto the album name "Mt. Fuji". In FIG.49(a), ten images stored onto the album, that is, six images 1 ~ 6 out of image data of images 1 ~ 10 are displayed as thumbnails 1 ~ 6. When an image is titled, the title of each image is displayed beneath each thumbnail image.

When the manger clicks on, for instance, thumbnail image 1 while the thumbnail images represented in FIG.49(a) are displayed, a larger image created by image data of image 1 than the thumbnail image is displayed on the monitor of the terminal of the manager. At this time, a picture-taking condition such as a camera in use, an aperture number, a shutter speed, a speed light, an exposure compensation value and so and information of whether or not an image is displayed in a bulletin board to be explained later are displayed together with the image. Information of the picture-taking condition and whether or not the image is displayed in the bulletin board registered in the album is information that is displayed on the management screen for the manager and that is not transmitted to a terminal of a service user. Namely, what a service user can browse is only a title that is attached to an image put on view and the image put on view.

-Preferred service of a memory size for an album and a period

of use to a service user with a customer registration-

As shown in FIG.1, an album server is a server that performs the album service different from a server responsible for another services. Thus, membership information necessary  
5 for the album service, for example, information such as a log-in name, a photo mail address, a service flag and additional service flag and the like is stored even in an album service server. The service flag is a flag that is turned on when a member has recorded a customer registration.

10 FIG.50 represents a flow chart explaining how a preferred service is processed by the server of the service provider. A process of FIG.50 starts up when a service user logs in through a top page screen of on-line album 5.

In step S2501 of FIG.50, the server accesses a database in  
15 the album service server and searches for membership information and proceeds to step S2502. In step S2502, the server judges whether or not there is logged-in membership information. The server gives a positive judgment to step S2502 when there is information, but when there isn't, the  
20 server gives a negative judgment to step S2502 and proceeds to step S2503. In step S2503, the server registers membership information onto a database in the album service server and proceeds to step S2504.

In step S2504, the server judges whether or not the server  
25 receives data indicative of a service user having recorded

a customer registration when an album printout service is logged in. The server gives a positive to step S2504 when data indicative of the registered customer is received and proceeds to step S2505, but when data isn't received, the  
5 server gives a negative judgment to step S2504 and proceeds to step S2507. In step S2505, the server judges whether or not a service flag in membership information is ON. The server gives a positive judgment to step S2505 when the service flag is ON and proceeds to step S2507, but when the  
10 service flag isn't ON, the server gives a negative judgment to step S2505 and proceeds to step S2506. In step S2506, the server turns the service flag ON and proceeds to step S2507. The server gives preferred treatment to a service user whose service flag is ON, for instance, with an increase of an album  
15 memory size to a 100MB from a standard 50MB and an extended period of use to an indefinite period from a one-year period. In step S2507, the server judges whether or not the server receives data indicative of point information when logging in the album printout service. Point information is  
20 information that relates to a point addition when the point is selected on a gift selection page screen at the completion of the customer registration. This point is also added when an answer is displayed in a bulletin board to be explained later. The server gives a positive judgment to step S2507  
25 when data was received, but when data wasn't received, the

server gives a negative judgment to step S2507 and a process of FIG.50 is finished.

In step S2508, the server judges whether or not an extended service flag of is ON. The server gives a positive judgment to step S2508 when the extended service flag is ON and a process of FIG.50 is finished, but when the extended service flag isn't ON, the server gives a negative judgment to step S2508 and proceeds to step S2509. In step S2509, the server turns ON the extended service flag and a process of FIG.50 is finished.

The server gives preferred treatment to a service user whose extended service flag is ON, for example, with an increase in an album memory size by further 50MB.

According to foregoing process of FIG.50, the extended service flag is turned ON unconditionally to a service user with points, in other words, an album memory size is enlarged further by 50MB. Instead, in exchange for turning ON the extended service flag, the points owned by the service user may be reduced. When the points owned by the service user is traded for preferred treatment provided by the service provider, in addition to enlarging the album memory size as preferred treatment, the printout service may be made free of charge.

-Make a file name of image data to be registered onto an album random-

For example, when a file name of image data at an image registration onto the album is given with a consecutive number, once one of image data file names is known, it becomes easy to guess a file name of another image data. The album service server, when image data to be registered onto an album is uploaded to the server from a service user, renames the file of this image data and registers the renamed file onto a data storage area. FIG.51 represents a flow chart explaining how a process to decide a file name is performed by the server of the service provider.

A process of FIG.51 starts up when a service user begins to upload registered image.

In step S2201, the server judges whether or not an upload of data of one image file is completed. The server gives a positive judgment to step S2201 when the upload is completed and proceeds to step S2202, but when the upload is n't completed, the server gives a negative judgment to step S2201 and a judgment process is repeated until the upload is completed. In step S2202, the server decides a file name of the uploaded image data at random and proceeds to step S2203. To decide a file name, a technology of a known onetime password is used. The server creates a file name as a parameter of, for example, a time when this image file is uploaded. Thus, even when the image data file is successively uploaded, as an uploaded time of each image data file is different, the

all-different file names are created against these image data files. Accordingly, a random file name that can't be guessed from a file name of another image data registered onto the album is decided.

- 5 In step S2203, the server transfers the image data file that was uploaded and given a random file name to a predetermined folder in response to a service user and a process of FIG.51 is finished.

In a process of FIG.51, when a plurality of image data are  
10 registered onto an album, a file name that can't guess another file name each other is given to these image data files. As a result, it does not take place that, once any of image data of an album is opened, a file name of another image data is guessed from an opened file name of image data of the album  
15 and private image data with the guessed file name is read out. According to the album printout service performed by content of the foregoing embodiment, a following effect will be available.

(1) When a service user registering an album has no service  
20 use record for a given period, data stored onto a data storage area for an album lent to the service user is deleted. As a result, this data storage area can be lent to another service user, so the data storage area can be used efficiently.

(2) Even if a service user registering the album has not used  
25 the album service, this album cannot be deleted by another



service user while the album is put on view and browsed. Thus, the service provider can secure a prospective service user that aims at an album put on view.

(3) The service provider classifies an album registered by  
5 a service user into a category and has registered image data viewed per the category. Thus, it becomes possible to monitor a specific category intensively in which images against public decency converge.

(4) Based upon data of picture-taking information recorded  
10 onto image data registered onto an album, information of a picture-taking condition such as a camera, an aperture number, a shutter speed, a speed light and an exposure compensation that shot this image and of whether or not the image is carried in a bulletin board is displayed on the terminal of the manager.  
15 If a lot of registered albums are scrutinized, for instance, information about what picture-taking condition is preferred by a service user may be obtained, so obtained information may be useful in developing a new camera.

(5) Preferred treatment is given to a service user that has  
20 recorded a customer registration with a larger memory size (memory capacity) of an album data storage area than a normal size and an extended period of use. Thus, the service user may be urged to record the customer registration.

(6) Even when an image data file to be registered onto an album  
25 is uploaded successively, a completely different random file

name is given to each image data file. Thus, it may be prevented that a file name of another image data is guessed from the file name of image data put on view and private image data is browsed.

- 5 In the rearrangement of a display of a list of an album, the rearrangement or extraction is performed per the album. If an image is registered per image data, not using a concept of an album, the rearrangement and extraction may be performed per this image data.

10 -Bulletin board-

- A service user clicks on link button 71 linked to a page of a "Bulletin board" on a category page screen of community 7 in FIG.5, and a top page screen of a "Bulletin board" (not shown) is displayed on a monitor of a terminal. A service user logs in through the top page screen, and then a page screen as shown in FIG.52 is displayed on a monitor of a terminal. A service use of the bulletin board is not available until a service user that has recorded a web use membership registration logs in by keying a log-in name and password.
- 15
- 20 This bulletin board is also called as an electric bulletin board.

- In the bulletin board service, a question posed by a service user is open to service users and answerable by another service user that views the question in the bulletin board.
- 25 A service user poses a question in the bulletin board using

a nickname and an answer is displayed in the bulletin board with the nickname. There are two kinds of the bulletin board service; "Listen to in a question auction" that a questioner solicits answers widely from indefinite web service members and "Listen to an expert" that the questioner solicits an answer from an expert. A service user clicks on any of either button 52C corresponding to "Listen to in a question auction" or button 52D corresponding to "Listen to an expert" and selects any of them. An expert means a member that has answered the question displayed in the bulletin board. An expert answers the question displayed in the bulletin board, and a point moves to the expert answering the question from the member displaying the question in the board. More specifically, the expert reads the question and writes the answer in the bulletin board, and then the point moves when the questioner reads out the answer written in the bulletin board. The point is usable as remuneration for the answer. As for this point, the point that has been explained as a gift of the customer registration can be used. The server lays a question open to a member of a web service use when content written in the board is made available to an indefinite member and in the event that the content in the bulletin board is aimed at a specific member, the specific member can read it out by entering a password. At a left lower part of a screen shown in FIG.52, a nickname

of an expert is viewed with gained points. An expert that has many gained points indicates that the expert has answered many questions. When any of underlined "Category 1", "Category 2", "Category 3" and the like is clicked on, a list of experts in relation to a question belonging to each category is displayed in gained points order. That is, a nickname of an expert is classified per each question and the classified nickname is managed. When an underlined "○△×" of a nickname of an expert is clicked on, a page screen (e.g. FIG.63) introducing the expert is displayed on a monitor of a terminal. A questioner can decide a specific expert belonging to a question by referring to information about an expert like FIG.63.

When a questioner poses a question to a specific expert in the bulletin board, button 52D and a category falling under the question are clicked on, the questioner transmits the question designated for the specific expert selected from an expert list to the server. When a questioner uses "Listen to in a question auction", the questioner clicks on button 52C and a category belonging to a question and transmits the question to the server. When transmitting the question to the server, a nickname is entered into nickname box 52A and the question is written into question box 52B and underlined "Pose a question" is clicked on, and then data of the question is transmitted from a terminal of the questioner (the service

user) to the server.

According to a bulletin board service of this embodiment, the service provider provides a following service to a service user.

- 5    -Place an image registered onto an album in the bulletin board-

An image placed in the board could make things more easily understood than letters only in the bulletin board. In FIG.52, when a questioner (a service user) clicks on underlined "Place  
10    an image", an image in an album registered by the questioner (the service user) can be placed in the bulletin board by being attached to a question. It should be noted that an image to be placed is the image that is put on view, not private one. Also, in addition to the image that a questioner has  
15    registered, an image to be placed with a question may be a registered image that another service has put on view. If image data is placed in the bulletin board as it is, an amount of data stored onto the bulletin board server upsurges and data for the bulletin board gets full so rapidly.

20    Therefore, this bulletin board service of this embodiment creates a thumbnail image with a contracted data size in comparison to original image data registered in an album and this thumbnail image is placed in the bulletin board.

FIGS.53 and 54 represent a flow chart explaining how a  
25    thumbnail image is processed to be placed in the board by the

server of the service provider. Processes of FIGS.53 and 54 start up when a questioner (a service user) clicks on "Place an image" on a screen of FIG.52. In step S1701 of FIG.53, the server judges whether or not a log-in service user has an album. The server gives a positive judgment to step S1701 when the service user has registered the album and proceeds to step S1702, but when the service user hasn't, the server gives a negative judgment to step S1701 and proceeds to step S1707.

10 In step S1702, the server reads out image data of the album (thereafter referred to my album) that the service user has registered and proceeds to step S1703, creating data of a top page screen (not shown). Data of the created top page screen is transmitted to a terminal of the service user and the top

15 page screen of my album is displayed on the terminal of the service user. This top page screen displays, for example, a thumbnail created by image data in my album and a title as shown in FIG.49(a). The service user clicks on a thumbnail image that the service user wants to place in the bulletin

20 board.

In step S1703, the server judges whether or not an image in my album is selected. The server gives a positive judgment to step S1703 when a thumbnail image is clicked on and proceeds to step S1711, but when the thumbnail image isn't clicked on,

25 the server gives a negative judgment to step S1703 and a

judgment process is repeated. In step S1711, the server judges whether or not the selected image is private. When the selected image is set to be private, the server gives a positive judgment to step S1711 and proceeds to step S1712 of FIG.54, but when the image is set to be put on view, the server gives a negative judgment to step S1711 and proceeds to step S1704.

In step S1704, the server creates image data of the thumbnail selected by a clicked operation and a larger middle-sized image data than image data of the thumbnail with regard to a data size and stores them onto a predetermined image folder in a bulletin board server respectively. The image folder where thumbnail image data and middle-sized image data are stored respectively is provided separately from a storage area storing data of writing into the bulletin board and an album data storage area storing image data (original data) of my album. The server stores thumbnail image data and middle-sized image data respectively, and proceeds to step S1705.

In step S1705, the server creates a bulletin board page screen embedding link information (information about a storage location in the image folder) of the selected image and proceeds to step S1706. Due to link information, a question and the selected thumbnail image are displayed all together in question box 52B of FIG.52. Link information is further

embedded to the bulletin board page screen in such a way that, when the thumbnail image displayed in question box 52B is clicked on, the server displays an image created by middle-sized image data. And further, when a middle-sized image is clicked on in a state of the image created by middle-sized data being on display, link information is embedded to the bulletin board page screen in such a way that the server displays an image created by image data (original data) of my album.

10 In step S1706, the server transmits data of the bulletin board page screen embedding link information as explained before to the terminal of the service user and a process of FIG.53 is finished. Accordingly, a screen carrying the thumbnail image as shown in FIG.52 is displayed on a monitor of the terminal. In this state, when the questioner clicks on (the service user) underlined "Pose a question", data of the question is transmitted from the questioner (the service user) to the server.

When other service user views the question displayed in the bulletin board through a terminal, link information linked to the thumbnail image data is included in data of the question, so the thumbnail image is displayed with the question. And then, when the thumbnail image is clicked on through a screen of the terminal, an image created by middle-sized image data is displayed and, when the image created by middle-sized image



data is clicked on, an image created by image data (original image) of my album is displayed on the screen of the terminal respectively.

In step S1707, the server conveys to the terminal of the service user that the album hasn't been registered and creates  
5 page screen data including a message urging to register the album and then proceeds to step S1708 after transmitting data to the terminal of the service user. In step S1708, the server judges whether or not an instruction to create the album is  
10 received. The server gives a positive judgment to step S1708 when data indicative of the instruction to register an image of an album is received and proceeds to step S1709, but when data isn't received yet, the server gives a negative judgment to step S1708 and proceeds to step S1710.

15 In step S1709, the server processes an album registration by uploading registered image data of the service user and proceeds to step S1703. In step S1710, the server creates page screen data notifying that an image cannot be displayed in the bulletin board and transmits data to the terminal of  
20 the service user and a process of FIG.53 is finished.

In step S1712 of FIG.54, the server creates page screen data including the message notifying that the image cannot be displayed in the bulletin board and transmits data to the terminal of the service user and then proceeds to step S1713.  
25 Accordingly, a page screen as shown in FIG.55 is displayed

on the monitor of the terminal of the service user. The service user can choose any of following three processes.

1. Click on "Put on view" button 55A on the screen of FIG.55 and display an image in the board, putting the image on view.

5 2. Click on "Another choice" button 55B and display another image put on view in the board.

3. Click on "Halt" button 55C, and halt to display an image in the board.

In step S1713, the server judges whether or not "Put on view" button 55A is clicked on. The server gives a positive judgment to step S1713 when button 55A is clicked on and proceeds to step S1714, but when button 55A isn't, the server gives a negative judgment to step S1713 and proceeds to step S1715. In step S1714, the server sets the selected image to be put on view and proceeds to step S1704 of FIG.53.

15 In step S1715, the server judges whether or not "Another choice" button 55B is clicked on. The server gives a positive judgment to step S1715 when button 55B is clicked on and gets back to step S1702 of FIG.53, but when button 55B isn't, the server gives a negative judgment to step S1715 and proceeds to step S1716.

In step s1716, the serve judges whether or not "Halt" button 55C is clicked on. The server gives a positive judgment to step s1716 and processes of FIGS.53 and 54 are finished, but when button 55C isn't, the server gives a negative judgment

to step S1716 and gets back to step S1713.

Processes of FIGS. 53 and 54 enables the questioner to display an image registered onto an album in the bulletin board. More specifically, smaller thumbnail image data than original  
5 image data in a data size is created from the original image registered onto the album and thumbnail image data is stored onto a folder, but not the bulletin board server nor a data storage apparatus for the album and link information about a storage folder of the thumbnail image is caused to be  
10 embedded to the question to be written into the bulletin board. As a result, image data isn't stored onto the bulletin board server, so a workload on the server can be held down. And further when the original image of the album is deleted, it is possible to keep on carrying an image in the bulletin board  
15 by means of thumbnail image data.

In the foregoing explanation so far, thumbnail image data is stored onto the image folder different from the storage area of writing data into the bulletin board and the data storage area for the album and link information about an image folder  
20 storing the thumbnail image is caused to be embedded to the question to be written into the bulletin board. Instead, thumbnail image data may be stored onto the storage area of writing data into the bulletin board with the question. Even in this case, when compared to copying and storing original  
25 image data onto the storage area of writing data into the

bulletin board, a workload on the bulletin board server can be held down.

In the meanwhile, link information to the original image of the album is only embedded to the question to be written into the bulletin board, not by creating thumbnail image data at the beginning and then thumbnail image data is created when original image data is deleted and stored onto the image folder different from the storage area of writing data into the bulletin board and the data storage area for the album and link information embedded to the question may be rewritten so as to be linked to the image folder.

FIGS.56 and 57 represent a flow chart explaining a processing flow of the foregoing.

As a process of step S1704 in FIG.53 is changed to one of step S1704B, a process of FIG.56 refers to step S1704B only. In step S1704B of FIG.56, the server proceeds to step S1705, adding image data (original data) of my album corresponding to thumbnail image data selected by a click on operation to information indicative of the thumbnail image being displayed in the bulletin board. The added information may be appended to a header in original image data or stored onto my album in a state of corresponding to this original image data.

A process of FIG.57 starts when the server receives an instruction to delete my album or original image data stored onto my album. In step S1901 of FIG.57, the server detects

that image data to be deleted is displayed in the bulletin board and proceeds to step S1902. In step S1902, the server judges whether or not image data to be deleted is displayed in the bulletin board. The server gives a positive judgment to step S1902 when information indicative of image data being displayed in the board is added to image data and proceeds to step S1903, but when information indicative of image data being displayed in the board isn't, the server gives a negative to step S1902 and a process of FIG.57 is finished.

10 In step S1903, the server creates thumbnail image data of data size of this image data being contracted and larger middle-sized image data than thumbnail image data in a data size respectively and stores these two image data onto a predetermined image folder together with this image data. In

15 step S1904, the server changes link information of image data embedded to the bulletin board page screen from information indicative of a link to my album (original data) to information indicative of a link to the image folder (thumbnail image data, middle-sized image data) and a process

20 of FIG.57 is finished. Accordingly, even when original image data of my album is deleted, an image displayed in the bulletin board is hold on by thumbnail image data stored in the image folder.

-Cause the category of a question in the bulletin board to

25 be identical with one of an album-

A category on a page screen of on-line album 5 as shown in FIG.43 is caused to be identical with a category on a page screen of the bulletin board as shown in FIG.52. For example, the album has the category such as "Landscape", "Night scene", "Portrait" and so on. Further, this category "Landscape" is subcategorized into "Hokkaido", "Tohoku", "Kanto" and the like. In this case, the category of the bulletin board is classified into, for example, a category "Shooting information" and a subcategory "Hokkaido", "Tohoku" and so.

FIG.58(a) represents an example of a page screen displaying a question classified as "Shooting information" - "Hokkaido" in the bulletin board. FIG.58(a) displays the category "Shooting information" and the subcategory "Hokkaido", "Tohoku", "Kanto" and so on towards the left side on the screen.

At the center of the screen, several questions classified into "Hokkaido" are displayed orderly. What an expert answers the question is represented by a number of an answer against the question at the right side of the screen. At the upper right position, information about a link to on-line album 5, information about a link to a page of a category "Landscape" in the album and a subcategory "Hokkaido" in the album are embedded respectively.

When the service user clicks on underlined "Album", a top page screen of on-line album 5 is displayed on a monitor of a service user's terminal. Also, when the service user clicks on

underlined "Landscape", a page screen of a category  
"Landscape"

in the album is displayed on the monitor of the terminal. And  
further, when the service user clicks on underlined

5 "Hokkaido", a page screen of a subcategory "Hokkaido" in the  
album is displayed on the monitor of the terminal.

FIG.58(b) represents an example of a page screen displaying  
an image created by image data registered onto the album  
classified into "Landscape" - "Hokkaido" in on-line album 5.

10 FIG.58(b) displays a category "Landscape" and subcategory  
"Hokkaido", "Tohoku", "Kanto" and so on towards the left side  
on the screen. At the center, images that are created by image  
data classified into "Hokkaido" are displayed in order. At  
the upper right position, information about a link to a top  
15 page of the bulletin board, information about a link to a  
category "Shooting information" page of the bulletin board  
and information about a link to a subcategory "Hokkaido" page  
of the bulletin board are embedded respectively.

When the service user clicks on underlined "Bulletin board",  
20 a top page screen of the bulletin board is displayed on a  
monitor of a service user's terminal. Also, when the service  
user clicks on underlined "Shooting information", a page  
screen of a category "Shooting information" in the bulletin  
board is displayed on the monitor of the terminal. And  
25 further, when the service user clicks on underlined

"Hokkaido", a page screen of a subcategory "Hokkaido" in the bulletin board is displayed on the monitor of the terminal. It is supposed that if the service user views an image on a "Hokkaido" page in the album and finds out a favorite image, the service user wishes to know more about where, when and how this image was photographed in Hokkaido. In this case, the category of a question in the bulletin board is in agreement with one of the album and link information is also embedded, so the service user can easily view the corresponding pages displayed in the bulletin board without fail.

-Display a category of the bulletin board falling under an entered name of a place-

FIG.59 represents a flow chart explaining how a search command is processed by the sever of the service provider. A process of FIG.59 starts up when search button 52F is clicked on through a page screen of the bulletin board as shown in FIG.52. A service user enters a search word into search word box 52E and clicks on search button 52F.

In step S2601 of FIG.59, the server searches for a word fitting into the search word among all writings entered in the bulletin board and proceeds to step S2602. In step s2602, the server judges whether or not there are any of writings that fit into the search word. The server gives a positive judgment to step S2602 when there are any of writings fitting



into the search word and proceeds to step S2607, but when there aren't, the server gives a negative judgment to step S2602 and proceeds to step s2603. In step s2603, the server searches for a keyword fitting into the search word among the keywords registered into the server beforehand and proceeds to step S2604. The keyword is a word that is registered corresponding to the category of the bulletin board and, for instance, the keyword such as "Tokyo tower", "Diet building", "Shibuya", "Yokohama port" and the like is registered by being related to the category "Kanto" of the bulletin board. And the keyword such as "Osaka castle", "Kansai Airport", "Kobe port" and so on is also registered by being related to a category "Kansai" of the bulletin board.

In step S2604, the server judges whether or not there is a keyword fitting into a search word. The server gives a positive judgment to step S2604 when there is the keyword and proceeds to step S2606, but when there is no keyword, the server gives a negative judgment to step S2604 and proceeds to step S2605. In step S2606, the server jumps to a category page related to the keyword in the bulletin board. For example, when a search word is "Shibuya", the server jumps to a bulletin board page of a category "Kanto" related to the keyword "Shibuya". The server displays the bulletin board page of the category "Kanto" on the terminal of the service user and a process of FIG.59 is finished.

In step S2605, the server causes the page screen of the bulletin board of FIG.52 with a message urging the service user to change a search word to be displayed again on the terminal of the service user since there is neither writing  
5 nor a category of the bulletin board relating to the search word. The server jumps to the page of FIG.52 and a process of FIG.52 is finished.

In step S2607, the server creates a page screen (not shown) extracting writing of the bulletin board that the search word  
10 has a hit and proceeds to step S2608. In step S2608, the server transmits the created page screen to the terminal of the service user and a process of FIG.59 is finished.

According to the foregoing bulletin board service with content of this embodiment, a following effect can be  
15 obtained.

(1) An image put on view in the album registered by a questioner (a service user) can be displayed in the bulletin board with attachment to a question, so the image makes the question more easily understood than a description only.

20 (2) To display an image in the bulletin board, a thumbnail image with smaller image data in comparison to original image data is created from the original image registered in the album and a thumbnail image is stored onto a folder different from the bulletin board server and the data storage apparatus  
25 for the album and information of a link to the folder storing

thumbnail image is embedded to the question to be entered in the bulletin board. As a result, image data isn't stored into the server, so an initial workload on the server can be held down and further the server permits to keep on displaying the  
5 image in the bulletin board with thumbnail image data even when an original image of the album is deleted.

(3) When a thumbnail image clicked on by a questioner (a service user) to display in the bulletin board is private (a positive judgment of step S1711), the service user is caused  
10 to be notified that as the selected image is private, the image cannot be displayed in the bulletin board. Thus, a wrong display of the private image in the bulletin board can be avoided.

(4) A category of a question in the bulletin board is caused  
15 to be identical with one of the album and information of a link is caused to be embedded to each of pages of the bulletin board and album respectively. Therefore, when a questioner (a service user) browses images displayed on the page of "Hokkaido" of the album, finds out a favorite image and then  
20 wants to know more specifically about where, when and how this image was taken, a page of the corresponding question displayed in the bulletin board can be readily found out without fail.

(5) When search button 52F of the page screen (FIG.52) of the  
25 bulletin board is clicked on, a word that fits into the search

word entered into search word box 52E is searched for from all writing of the bulletin board and when there is writing that the search word has a hit, this writing is extracted and the extracted writing is displayed on a terminal. On the other hand, when there is no writing that the search word has a hit, whether or not a plurality of registered keywords beforehand is fit into by the search word is searched for and a page of a category related to the hit keyword is displayed on the terminal. Accordingly, even when writing fitting into the search word is not available, the bulletin board of a category relatively similar to the search word is automatically displayed on the terminal, so an ease-of-use bulletin board for a service user can be provided.

-Search function-

In a screen of web top page 10 as shown in FIG.3 and a top page screen of each category of website content as shown in FIGS.4, 5, 21, 43 and so, link button 31 linking to "Search" page that performs a site search is provided. When a service user clicks on button 31, the server transmits page data for a display to a terminal of the service user and has a search page screen as shown in FIG.60 displayed on a monitor of the terminal. In FIG.60, search document writing box 60A, search word writing box 60B, search range checkbox 60C and search button 60D are provided.

The server searches for what a search document written in

search document writing box 60A or a search word written in search word box 60B has a hit within a range of content ticked through search range checkbox 60C. FIG.61 represents a flow chart explaining a flow of a search process performed by the server of the service provider. A process of FIG.61 starts up when search button 60D is clicked on.

In step s2701 of FIG.61, the server judges whether or not a search is a natural language search. The server regards the search as the natural language search when there is writing in search document writing box 60A and proceeds to step S2702, giving a positive judgment to step S2701. On the other hand, when there is no writing in search document box 60A and there is writing in search word box 60B, the search is regarded as a word search and the server proceeds to step S2703, giving a negative judgment to step S2701.

In step S2702, the server analyzes a search text and proceeds to step S2703. The analysis is a pre-process for performing a well-known text search by means of the search text. In step S2703, the server searches for any of words included in page screens registered in the content specified through search range checkbox 60C and proceeds to step S2704. In step s2704, the server judges whether or not a search within the specified search range is finished. The server proceeds to step S2705, giving a positive judgment to step S2704 when the search is finished. When the search isn't finished, the server gives

a negative judgment to step S2704 and gets back to step S2703 and a search process is continued.

In step S2705, the server gives a positive judgment to step S2705 when search range checkbox 60C has been ticked several  
5 times and proceeds to step S2706, but when checkbox 60C hasn't been ticked several times, the server proceeds to step S2707, giving a negative judgment to step S2705. In step S2706, the server rearranges what the search has a hit per the search range (per each of content) and creates a search result page  
10 screen showing the search result per each of content and then proceeds to step S2708. In step S2708, the server transmits data of the search result page screen to a terminal of a service user and a process of FIG.61 is finished. Accordingly, a screen of the search result as shown in FIG.62(a) is displayed  
15 on a monitor of the service user's terminal.

In the search result page screen of FIG.62(a), a number of hit every each of content is displayed. Every top five in the hit rank is displayed on each of content in decreasing order of similarity among search string and text. Every  
20 number of hit is displayed on content with less than five hits display and when there is no hit, message data (not shown) notifying that the number of hit is 0 is displayed. And button 62A for executing a "Display every number" is also provided and when button 62A is clicked on, the server displays not  
25 only the top five with more than six hits but also every number

of hit on content.

In step s2707, the server transmits data of the search result page screen to the terminal of the service user and A process of FIG.61 is finished. Thus, the search result screen as  
5 represented in FIG.62(b) is displayed on the monitor of the terminal.

As represented in FIG.62(b), a number of hit on specified content is displayed and more specifically, top twenty in the hit rank is displayed in order of similarity among search  
10 string and texts. When the number of hit is less than 20 hits, every number of hits is displayed and if the number is 0, a message (not shown) saying that there is no hit is displayed. In a process of FIG.61, a display of a number of hits per each of content is caused to be up to the top five in the hit rank  
15 per content when a search range extends over a plurality of content (a positive judgment in step S2705) and up to the top twenty of content in the hit rank when the search range is limited to the single content category (a negative judgment in step S2705). An upper limit for displaying the number of  
20 hit may vary per a category of content or a number of a category of content where search range of the category of content overlaps. For example, when a number of a tick performed in search range checkbox 60C is 1, the upper limit for displaying the number of hits is the top twenty and in the case of two  
25 ticks, the upper limit for displaying the number of hit is

set at ten per single content and in the event of three ticks, the upper limit is set at seven per single content.

-Search through a camera model name-

Content of a website in accordance with this embodiment is to provide information or a service about a camera and a camera-related thing. For instance, when a camera model name is displayed on the page screen of the bulletin board, this camera model name is regarded as the search word and then a search process is performed. FIG.63 represents an example of a page screen introducing the expert. Herein, the model name is introduced as "Owned camera". In the example of FIG.63, the camera model name like "F△" and F□" is displayed. Display data is configured in such a way that the letters of these model names can be clicked on.

FIG.64 represents a flow chart explaining a flow of a search process executed by the server of the service provider. A process of FIG.64 starts up when any of the model name "F△" or F□" is clicked on and data of a clicking is received by the server. In step S2801, the server gets access to a database and checks out whether a clicked model name is registered onto the database and then proceeds to step S2802. This embodiment provides the service about a camera, so camera data in general has been stored in the database by the service provider. In step S2802, the server judges whether or not a clicked model name is registered. The server gives a



positive judgment to step S2802 when the model name is registered and proceeds to step S2803, but when the name isn't, the server gives a negative judgment to step S2802 and proceeds to step S2806.

5 In step S2803, the server regards the model name as the search word and then searches through all content such as all-new information, product information, a service support, an on-line shop, a community, a bulletin board and so and proceeds to step S2804. In step S2804, the server judges  
10 whether or not the search within the search range is finished. The server gives a positive judgment to step S2804 when the search is finished and proceeds to step S2805. On the other hand, when the search isn't, the server gives a negative judgment to step S2804 and then a search process is continued,  
15 getting back to step S2803.

In step S2805, the server rearranges what the search has a hit every the search range (every each of content) and creates a search result page screen showing the search result every each of content and then proceeds to step S2809. In step S2809,  
20 the server transmits data of the search result page screen to a terminal of a service user and a process of FIG.64 is finished. Accordingly, the same search result screen as shown in FIG.62(a) is displayed on a monitor of the service user's terminal.

25 Similarly as shown in FIG.62(a), a number of hit every each

of content is displayed on the search result page screen and top five in the hit rank in decreasing order of similarity to the clicked model name is displayed on each of content. Content with less than five hits displays every number of hit  
5 and when there is no hit, message data (not shown) notifying that the number of hit is 0 is displayed. And button 62A for executing a "Display every number" is also provided.

In step S2806, the server regards the clicked model name as the search word and searches through content category such  
10 as a community and bulletin board and then proceeds to step S2807. When a negative judgment is made in step S2802, the model of this name is a camera that the service provider has not dealt so far. In this case, as there is no hit even if all-new information, product information, a service support  
15 and on-line shop are searched, the search into these content is omitted. In step S2807, the server judges whether or not the search within the search range is finished. When the search is finished, the server gives a positive judgment to step s2807 and proceeds to step S2808. On the other hand,  
20 when the search isn't, the server gets back to step S2806, giving a negative judgment to step s2807 and a search process is continued.

In step S2808, the server rearranges what the search has a hit every the search range (every each of content) and creates  
25 a search result page screen showing the search result every

each of content and then proceeds to step S2809. In this case, as a number of content to be searched are not many, the search result is displayed in such a way that every top ten in the hit rank per each of content is displayed in decreasing order  
5 of similarity to the clicked model name.

-Related search-

With regard to a page screen the service user views, a character string and text written in HTML (Hyper Text Markup Language) for a web document text language are extracted and  
10 the extracted character string and text are searched for from each of content. For example, a case that a service user views a page screen introducing product information as shown in FIG.65 will be explained as an example. In FIG.65, information about a camera named as F△ is introduced.

15 "Related search" button 65 is displayed in the lower right hand of a page screen. When describing this page screen in HTML file, in addition to a description for locating "Related search" button 65A, the page is described in such a way that, when button 65A is clicked on, a title string that is caught  
20 in between title tags (<TITLE></TITLE>) is extracted as a search string. A character string or a text that is caught in between specially made search tags (e.g. <!--SEARCH CONTEXT--><!--SEARCH CONTEXT-->) may be described. The character string or the text caught in between the search tags  
25 (<!--SEARCH CONTEXT--><!--SEARCH CONTEXT-->) is extracted as

the search string or the text. In this case, a HTML tag is excluded from the search word.

Further, besides the character string or the text actually displayed on the page screen, a character string or a text  
5 specially created for use as the search string may be described by embedding it into \*\*\*\*\* in <META HTTP-WQUIV="Keywords"CONTENT="\*\*\*\*\*">.

The character string or the text that is embedded into \*\*\*\*\* and then described is extracted as the search string or the  
10 text.

FIG.66 represents a flow chart explaining a flow of a search process performed by the server of the service provider. A process of FIG.66 starts up when "Related search" button 65A on the page screen of FIG.65 is clicked on. In step S2901,  
15 the server extracts the character string or the text represented by the foregoing tags on the page screen and proceeds to step S2902. In step S2902, the server searches through each of content by regarding the extracted character string or text as the search string. On this occasion, the  
20 page screen now on view is not a target for a search.

In step S2903, the server judges whether or not the search is finished. The server gives a positive judgment to step S2903 when the search is finished and proceeds to step S2904, but when the search isn't, the server gives a negative  
25 judgment to step S2903 and the search is continued, getting

back to step S2902.

In step S2904, the server rearranges what the search has a hit every each of content and proceeds to step S2905, creating a search result page screen displaying a search result per  
5 each of content. In step S2905, the server transmits data of the search result page screen to a terminal of the service user and a process of FIG.66 is finished. Accordingly, the same search result screen as in FIG.62(a) is displayed on a monitor of the service user's terminal.

10 As same as in FIG.62(a), the search result page screen displays a number of hit every each of content and top five in the hit rank in decreasing order of similarity to the search string or the text is displayed on each of content. Content with less than five hits display every number of hit on the  
15 content and when the number of hit is 0, a message notifying that there is no hit is displayed. And "Display every hit" button 62A for causing to display every hit on content with more than six hits is provided.

-Related expert search-

20 In a page screen of FIG.63 introducing information about an expert, "Related expert search" button 63A is provided in the lower hand of the page screen.

When describing this page screen in HTML file, in addition to a description for locating "Related expert search" button  
25 63A, a shooting field that an expert is good at and an expert's

own camera model name may be described by catching them between specially provided tags so as to regard character strings described in boxes of the shooting field and the expert's model name as search strings.

5 FIG.67 represents a flow chart explaining a flow of a search process performed by the server of the service user. A process of FIG.67 starts up when "Related expert search" button 63A on the page screen of FIG.63 is clicked on. In step S3001, the server extracts the character string or the  
10 text represented by the tags on the displayed page screen and proceeds to step S3002. In step S3002, the server searches through a database storing information about an expert by regarding the extracted character string or text as the search string. On this occasion, the page screen now on view is not  
15 a target of a search.

In step S3003, the server judges whether or not the search is finished. The server gives a positive judgment to step S3003 when the search of all information about an expert is finished and proceeds to step S3004, but when the search isn't,  
20 the server gives a negative judgment to step S3003 and the search is continued, getting back to step S3002.

In step S3004, the server rearranges what the search has a hit in order of rating and proceeds to step S3005, creating a search result page screen displaying the search result in  
25 order of a rating. The server transmits data of the search

result page screen to a terminal of a service user and the process of FIG.67 is finished. Accordingly, the search result screen is displayed on a monitor of the service user's terminal. The rating is that, for instance, a service user  
5 with a lot of points and well reputations earned from questioners is highly rated, but a service user with low points and bad reputations from questioners is lowly rated on a scale of the point and the reputation. The higher ranked expert a questioner selects, the more likely it is possible  
10 to get a satisfied answer.

According to the search performed on content of this embodiment, a following effect will be gained.

(1) With regard to the search text written into search text writing box 60A or the search word written into search word  
15 writing box 60B, the search is performed within a ticked range in search range checkbox 60C. When searching through a plurality of content and displaying the number of hit every each of content, the top five in the hit rank is displayed in order of similarity among the search strings or the texts  
20 on each of content and further when button 62A to display every hit is clicked on, every hit is displayed on content with more than six hits. Thus, the service user can check out what each of content has a hit without scrolling a display screen.

(2) When the camera model name is displayed on the page screen  
25 (FIG.63) of the bulletin board, the search process is

performed, regarding the model name as the search word.  
Content for the website service of this embodiment provides  
information and the service about a camera and camera-related  
things, so a more useful search service can be available for  
5 the service user.

(3) In the page screen (FIG.65) introducing product  
information, the service provider describes the search  
strings relating to the description of this page screen  
beforehand in HTML file and a click operation of "Related  
10 search" button 65A provided on the page screen by the service  
user activates the search with no need to enter the search  
strings. Therefore, the service user can perform a search  
relating to the page screen now on view (now being displayed)  
rapidly.

15 (4) In the page screen (FIG.63) introducing information about  
an expert, the service provider describes the search strings  
relating to the description of the page screen beforehand in  
HTML file and a click operation of "Related expert search"  
button 63A provided on the page screen by the service user  
20 activates the search with no need to enter the search strings.  
Therefore, the service user can rapidly search for another  
expert who has the same shooting field or the same camera model  
as an expert now on view (now being displayed).

The search string, in addition to the foregoing, may be  
25 described in HTML file by way of catching a text between body



tags (<BODY></BODY>) or making all the words in HTML page subject to the search. When all the words are subject to the search, it should be noted that the search might bring increase in a noise (a great number of hits beyond a reasonable level). And, a description of the search strings may be changed per page. For instance, a page of content describing "Product information" makes the search string caught between the title tags subject to the search and a page describing "Article" makes the search string caught between the title tags and the text caught between the body tags subject to the search.

#### Availability of industrial use

A service provider provides a web service such as an electric shopping service, a website search service and an electric bulletin board service and a service user receives the service via a terminal connectable to the Internet. The service user works, in addition to a personal computer, a cellular phone, a PDA (Personal Digital Assistance or Assistant) and the like. Other than an electric shop dealing with a camera-related things, merchandise dealt in by a electric shop such as a vehicle, an electric appliance and sports goods electric shop is not limited to a vehicle, a home electric appliance and a sports goods and much more than these.